**Cover Letter**

May 10, 2015

To whom it may concern,

With the reference of your recruiting information, I would like to apply for the position of Senior Programme Officer in the Programme Management Office,

DFID Partnership with the Development Research Centre of the State Council of China on Knowledge for Development.

I have MBA degree, and have 10+ years’ solid experiences in the fields of programme management and public relations from government, enterprises and media. I ever worked for Hong Kong Economic and Trade Office in Shanghai, Government of the Hong Kong Special Administrative Region, and Embassy of Switzerland in Beijing. I am responsible, proactive, and adaptable. I Work effectively and efficiently.

My CV is enclosed for your consideration. I will greatly appreciate if you allow me an opportunity to demonstrate how my expertise for the contribution to the Programme Management Office, DFID Partnership with the Development Research Centre of the State Council of China on Knowledge for Development.

Best Regards,

Yu ZHANG (Catherine)

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**Curriculum Vitae**

Name: Yu ZHANG (Catherine)

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**Summary**

MBA degree, 10+ years’ solid experiences in the fields of programme management and public relations from government, enterprises and media. Responsible, proactive, and adaptable. Work effectively and efficiently.

**Work Experience**

2014/07 – 2015/03 AdMaster Technology Co., Ltd. Business Director

* Explore business with China Enterprise Confederation on big data project for China Enterprises 500.
* Develop business with People”s Daily Online, and Scandinavian Tourist Board respectively on online survey.
* Develop business with Mengniu Co. on the advertisement evaluation and monitoring project.
* Prepare seminars on the big data technology.

2013/01 – 2014/06 People’s Daily Online Director of Project Cooperation

* Lead the development and delivery of Mobile Internet Development Conference 2014, in which 12 forums, 100 speakers, 5,500 participants in the venue and 500,000 visitors access the website, over 300 press releases from media agencies. Meanwhile, prepare the publication and distribution of the blue book of “China Mobile Internet Development Report 2014”.
* Lead People’s Daily Online Scholarship Programme, in collaboration with 12 universities including Peking University, Tsinghua University, Renmin University, Fudan University,etc. Arrange the experts’ appraisal, and award ceremony.
* Enhance the cooperation with China Internet Association, China Institute of Communications, Telecommunications Research Institute of MIIT, and Research Institute of China Unicom.
* Organize seminars and media salons on a regular basis.

2011/01 – 2012/12 Embassy of Switzerland in China Public Relations Manager

* Assist the Programme Director to draft and compile the Programme Management Manual. Develop and compile programme annual workplan with budgets.
* Communicate and coordinate with external stakeholders.
* Organise major programme management activities or events.
* Develop Baoding city and Dezhou city as partners in the Sino-Swiss Low Carbon City Programme.

2006/04 – 2010/12 Hong Kong Economic and Trade Office in Shanghai, Government of the Hong Kong Special Administrative Region (HKSARG) Public Relations Manager

* Develop and implement creative communications strategies. Manage Roving Exhibition of the Yangtze River Delta in 2007, 2008 and 2009.
* Represent business interests with HKSARG delegations led by former Chief Executive Sir Donald Tsang Yam-kuen for participating Expo Central China in 2008 and 2009, to push forward the economic and trade cooperation.
* Promote trade policy’s interests. Lead project of Hong Kong Pavilion for World Expo Shanghai 2010，prepare the Hong Kong Week events in Shanghai and Hong Kong.

2000/07 – 2006/03 ABB (China) Co., Ltd. Senior Assistant to Vice President

* Provide support to Vice President, prepare and implement marketing communications plan, including seminars, exhibitions, factory visits, new products launching, and annual meetings.
* Develop and maintain partnerships with key clients，prepare customized proposals to Design Institute, Panel Builder, Dealer, OEM and End User.
* Research and analyze markets trends.

**Academic Education**

2000  Columbia Southern University, US | Master of Business Administration | Master

1998  Sichuan International Studies University, China | English | Bachelor