

Liu Xu

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Work Experience

- Jul 2013 - **Events Manager,**
Mar 2014 *Business Card Party Events Planning and Branding Ltd*, Changsha, China.
- Initiated and managed a series of events, was responsible for initiating ideas for events, researching the market, identifying audiences, negotiating with partners, contacting attendees, securing sponsorship, promoting the events and activity execution etc.
 - Liaised with companies like Samsung, Lenovo, Citroen etc and assisted their events and exhibitions: organised venue, invited journalists and assisted in the execution of their events
 - Drafted the yearly investment pitch presentation and presented to stakeholders and interested partners
 - Registered and maintained multiple Chinese social media accounts for the company. Number of followers increased by thousands
 - Built and maintained relationships with stakeholders, investors and directors of partner companies
- Sep 2012 - **Public Information Assistant *Intern,**
Jan 2013 *United Nations ESCAP*, Bangkok, Thailand.
- Directed and edited promotional videos for UN days' observances
 - Assisted in the preparation of press conferences and special events: contacted with senior delegates, international ambassadors and mainstream journalists, took photos and recorded videos of the events, promoted the events on social media etc.
 - Updated content on United Nations ESCAP's official social media accounts daily
 - Supported the organisation of weekly briefing programmes
 - Monitored and collected daily news for United Nations Information Centre
 - Designed and created publications such as leaflets and brochures for public consumption
- Dec 2009 - **English Teacher/ Events Executive,**
Aug 2011 *New Oriental School*, Changsha, China.
- Taught high school students vocabulary and was nominated for the award of "Accomplished Teacher of 2010"
 - Organised several promotional and recruitment events
- Aug 2009 - **Assistant Director/ Assistant Stage Manager *Intern,**
Dec 2009 *China Central Television*, Beijing, China.
- Planned and co-wrote script for opening ceremony of the National Day broadcast
 - Coordinated stage crews
 - Liaised between station staff, senior government officers and well-known performers and their agencies
- Assistant Editor *Intern.**
- Edited 8 episodes of "Fa Zhi Shi Jie", a programme broadcast on CCTV12 covering law and society

Education Background

- Sep 2011 - **MA in Global Journalism**, *The University of Sheffield*, United Kingdom,
Sep 2012 *Graduated with Distinction.*
- Sep 2006 - **BA in Broadcasting, TV Writing and Directing**, *Hunan University*, China,
Jun 2010 *GPA:3.3/4.*

Languages

Native **Mandarin Chinese**

Fluent **English**

Skills

Basic \LaTeX

Intermediate Adobe Audition, HTML5, CSS3, Adobe Dreamweaver, Adobe Muse

Expert Adobe InDesign CS4, Adobe Photoshop, Adobe Premiere Pro, Microsoft Word/ Excel/ PowerPoint

Tools Camera, Video equipment

Qualities

Personal Strong analytical, problem-solving, researching and communication skills, eager to learn and develop new skills

Teamwork: Enjoying working in both team environments and independently

References

Academic Dr. Jairo Lugo-Ocando / Thesis supervisor
Head of Global Journalism at The University of Sheffield
j.lugo-ocando@sheffield.ac.uk

Professional Ms. Francyne Harrigan / Internship supervisor
Chief of Strategic Communications and Advocacy Section, United Nations ESCAP
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