Freya Liao

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**EDUCATION:**

 **Keele University, Staffordshire, UK**

09/2016–08/2019

***Bachelor of Arts; Major in Marketing and Media***

**Average Grade:** 2.1

**Major Courses:** Understanding consumer behaviour; Digital and marketing communication; Photography; Marketing principle; Retail Marketing;

 **University of St Andrews, Fife, UK**

09/2019-09/2020

* **MLitt Marketing (Master)**
* **Average Grade:** Distinction (predicted)
* I am expertise in digital communication, international marketing strategy, marketing research and consumer behaviour.

**WORK EXPERIENCE:**

 **KIDSTART, LONDON ,UK *Marketing and Operation Intern***

 07/2019 – 09/2019

My main job of this internship was to update and maintain the website, meanwhile I worked closely with the marketing team to generate marketing materials such as blog posts, adv content for social media platforms and email for users. I contributed to produce and maintain multiple short-term and long-term marketing projects during this internship.

It’s worth to mention that during this internship I helped to generate a Christmas campaign for the company, it largely promoted the general awareness of the company and the outcome of campaign received very positive feedback from the MKT team.I also developed a depth understanding and creative skillset of online marketing and affiliate networks.

 **Keele University, UK  *Consulting Assistant***

 03/2019 – 05/2019

* Work with Pentagon Food Company, which is a Stoke-based distributor company and my role was to help this company to address some practical issues that they faced with, such as reach target audience and keep up with the latest consumer demands as well as the changing technology trends.
* Discover the potential market for Pentagon foods Company and help them to develop a better understanding of the current market environment by using important marketing analysis methods include BCG, competitor analysis, etc.
* Gain useful knowledge of fast -food distribution industry and logistics system in the UK and more importantly, my ability in doing depth market research and data analysis are largely improved from doing this project.

**SKILLS & INTERESTS:**

* **Languages:** English and Chinese; 4 years of overseas study and living experience.
* **Technical Skills:**
* Photoshop (excellent graphic design skill); Premiere Pro
* Google Analytics (Advanced level); SPSS
* Strong knowledge of Microsoft Word, Excel and PowerPoint
* **Interests:** Social media expert with profound understanding of all media platforms.