

刘箫仪

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国际项目运营 | 多方协作 | 双语传播

在联合国国际电信联盟参与AI for Good项目运营与传播，负责案例审核、评审协同、报告交付和全球峰会工作坊执行；具备英语沟通、版本与流程管理、国际参与者协调及双语内容能力。早期经历覆盖国际会展、机构新媒体与跨境市场研究。

重点经历

联合国国际电信联盟（ITU） | 2026.03 - 2026.08

项目协调与传播 | 瑞士 日内瓦

- 流程与报告 围绕400+份AI应用案例维护模板、命名、版本和修订跟踪流程，核对关键信息与缺失项，协调作者按节点返修，并参与中期及终期报告交付。
- 跨文化协调 支持技术咨询委员会案例评审和峰会演讲案例筛选；安排访谈时综合考虑时区、主题方向及参与者需求，协调多国团队、作者与嘉宾。
- 工具与现场交付 使用AI工具梳理流程概览并辅助批量邮件撰写；配合证书、演讲顺序和全天工作坊的现场问题处理，确保各环节按时衔接。
- 复盘与传播 汇总执行经验与参与者反馈，提出流程和沟通改进建议；同时为Social Media团队产出短视频选题、脚本结构和视觉建议。

南艺云（南京）文化产业有限公司 | 2021.01 - 2023.07

项目助理 | 中国 上海

- 大型活动运营 负责AWE、NEC及华为全联接大会等全国性活动的招募、排班与现场协调，独立管理200+名志愿者，并与合作方动态调整人员部署。

其他经历

WPP Media（群邑〔上海〕广告有限公司） | SEO/GEO执行 | 中国 上海 | 2025.03 - 2026.02 协调客户、策略、内容和供应商团队，参与日报至年报的数据汇总与建议输出。

All Eat App | 市场部实习生 | 英国 伦敦 | 2024.09 - 2024.12 对接英国餐饮商户，取得Google商家资料管理授权；协助店铺信息维护与线上引流，并跟进权限和上线问题。

Arla Foods（阿拉福兹乳制品） | 市场部实习生 | 中国 上海 | 2023.03 - 2023.07 分析奶酪品类、竞品和渠道机会，支持Arla黄油在华上市规划。

上海仲裁委员会 | 合作发展部实习生 | 中国 上海 | 2022.07 - 2022.10 负责官网后台、微信公众号及会议新闻稿的编辑与发布。

上海市国际贸易促进委员会 | 贸投部实习生 | 中国 上海 | 2021.08 - 2021.09 翻译、编辑并发布贸易、投资法律和经济类资讯。

蒲塔（上海）商务咨询有限公司 | 贸易部项目实习生 | 中国 上海 | 2021.01 - 2021.11 调研中国燕麦饮料市场、竞品定价和消费者需求，形成市场报告。

教育背景

英国利兹大学 | 全球时尚管理硕士 | 英国 利兹 | 2023.09 - 2024.11

核心课程包括时尚营销、消费者心理、零售管理与供应链管理；于诺丁汉特伦特大学全球峰会汇报时尚与可持续发展主题。

上海第二工业大学 | 国际商务学士（全英语） | 中国 上海 | 2019.09 - 2023.06

GPA 3.67/5.00，专业前10%；上海市优秀毕业生，连续三年获得校级奖学金。

德国德累斯顿经济与技术大学 | 国际商务交换项目 | 德国 德累斯顿 | 2021.09 - 2022.03

学习市场管理、组织与供应链设计、人力资源管理及德语A1。

核心技能

项目运营：流程与节点管理、版本控制、评审协同、跨时区沟通、多方参与者协调、会务与现场执行

传播：报告编辑、双语内容、社交媒体选题与脚本、新闻稿与公众号运营

工具：Microsoft Office、Excel、PowerPoint、Photoshop、Premiere、剪映、秀米

语言：普通话（母语）、英语（工作语言，雅思6.5）、法语（入门）

Xiaoyi (Isabella) Liu

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INTERNATIONAL PROJECT OPERATIONS | STAKEHOLDER COORDINATION | COMMUNICATIONS

Project operations and communications experience with the International Telecommunication Union's AI for Good initiative, spanning case review, committee coordination, report delivery, and a Global Summit workshop. Comfortable with cross-time-zone communication, workflow and version control, international participant support, and bilingual content.

SELECTED EXPERIENCE

International Telecommunication Union (ITU) | Mar 2026 - Aug 2026

Project Coordination and Communications | Geneva, Switzerland

- Workflow and reporting Maintained templates, naming, version control, and revision tracking for more than 400 AI use cases; checked missing information, followed up with authors against deadlines, and contributed to interim and final report delivery.
- Cross-cultural coordination Supported Technical Advisory Committee reviews and Summit case selection; scheduled interviews around time zones, thematic tracks, and participant needs while coordinating international teams, authors, and speakers.
- Tools and delivery Used AI tools to map workflows and support batch email drafting; managed certificates, speaker order, and issue resolution for a full-day Global Summit workshop to keep hand-offs on schedule.
- Review and communications Consolidated operational lessons and participant feedback into recommendations for future activities and developed short-video topics, script structures, and visual guidance for the Social Media team.

Nanyi Cloud Culture Industry | Jan 2021 - Jul 2023

Project Assistant | Shanghai, China

- Large-scale event operations Managed recruitment, scheduling, and on-site coordination for national events including AWE, NEC, and Huawei Connect, independently supervising more than 200 volunteers and adjusting staffing with partners.

ADDITIONAL EXPERIENCE

WPP Media (GroupM Shanghai) | SEO/GEO Executive | Shanghai, China | Mar 2025 - Feb 2026 Coordinated clients, strategy, content, and vendor teams and contributed to reporting and recommendations across daily to annual cycles.

All Eat App | Marketing Intern | London, UK | Sep 2024 - Dec 2024 Worked with UK restaurant merchants to obtain access authorization for their Google Business Profiles; supported listing maintenance and traffic-driving activities and followed up on access and launch issues.

Arla Foods | Marketing Intern | Shanghai, China | Mar 2023 - Jul 2023 Analyzed the cheese category, competitors, and channels to support Arla Butter's China launch plan.

Shanghai Arbitration Commission | Cooperation and Development Intern | Shanghai, China | Jul 2022 - Oct 2022 Edited and published website, WeChat, and conference content.

CCPIT Shanghai | Trade and Investment Intern | Shanghai, China | Aug 2021 - Sep 2021 Translated, edited, and published trade, investment-law, and economic content.

Putu Business Consulting | Trade Project Intern | Shanghai, China | Jan 2021 - Nov 2021 Researched China's oat-drink market, competitor pricing, and consumer needs and produced a market report.

EDUCATION

University of Leeds | MA Global Fashion Management Leeds, UK | Sep 2023 - Nov 2024

Coursework in fashion marketing, consumer psychology, retail management, and supply chain management; presented on fashion and sustainability at Nottingham Trent University's Global Summit.

Shanghai Polytechnic University | BA International Business Shanghai, China | Sep 2019 - Jun 2023

GPA 3.67/5.00, top 10%; Outstanding Graduate of Shanghai and university scholarship recipient for three consecutive years.

University of Applied Sciences Dresden | Exchange in International Business Germany | Sep 2021 - Mar 2022

Coursework in marketing management, organization and supply chain design, human resources, and German A1.

CORE SKILLS

Project operations: Workflow and milestone management, version control, review coordination, cross-time-zone communication, participant support, and on-site delivery

Communications: Report editing, bilingual content, social-media research and scripting, press releases, and WeChat operations

Tools: Microsoft Office, Excel, PowerPoint, Photoshop, Premiere, CapCut, and Xiumi

Languages: Mandarin (native), English (working proficiency; IELTS 6.5), and French (basic)