

# Alex Kaixing Shen

Belgian / Email: [kaixingshen@hotmail.com](mailto:kaixingshen@hotmail.com) / Number : +32 495842227



## EDUCATION

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### Fudan University – Shanghai, China

#### Non-degree Chinese language and culture – ICES

2024

- Scholarship from the Wallonie-Bruxelles International (WBI) and the Chinese scholarship council (CSC)

### Université Catholique de Louvain (UCLouvain) – Louvain-la-Neuve, Belgium

#### Master in management – Louvain School of Management

2023

- Major : People management : (Strategic human resource management, Change management and Leadership, Diversity Management, Clinical Labor Sociology, Organisation Diagnostic)
- Digital Transformation Management: Creation of a fictive organization using the Enterprise Resource Planning (ERP) of Odoo. Integration and managing all the process (Accounting, sales, web design,...).
- Corporate Social Responsibility: Case study of the B corp certification assessment to a car company.

#### Master of science in economics – Economics School of Louvain

2022

- Specializations: International Economics – Non-profit Economics : (International Trade, Trade Policy and international cooperation, Social innovation, Strategy and innovation)
- Applied econometrics: Time Series Analysis of the Effect of the minimum wage and unemployment in Belgium using the statistical software R.
- Economic Geography: Application of GIS in the field of economic.

#### Bachelor of Science in Economics and Management

2021

- Minor in Scientific culture (Geophysics and Astronomy, Biology, Human geography, ...)

## EXPERIENCE

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### Cellule Sush’- Sushi du Détail

July 2020 – July 2023

#### *Marketing, logistics and retail associate*

- Creation and promotion of original content on social media featuring our new products, advised the manager about the potential successful products and organize and manage a booth at the shopping mall l’Esplanade during the Chinese New Year by promoting the shop, increasing sales and visit.

### Academics for Development – Louvain-la-Neuve

July 2020 – July 2021

#### *Marketing, Communication, and IT*

- Managed the promotion, social media, portfolio, marketing, communication tools, ... Of the association to enables students to have a social impact and apply their acquired skills and knowledge in a purposeful and durable way.

### ASBL Carrefour Vincent LEBBE – Louvain-la-Neuve

Sept 2019 – Aug 2022

#### *Recruiter and event’s organizer*

- Managing the recruitment of 30+ new members for the non-profit. This mission involved searching for potential candidates, screening CVs, managing the interview process and the onboarding.

## LEADERSHIP

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### Kot-é-chine – Louvain-la-Neuve

Sept 2017 – June 2018

#### *Event’s organizer*

- Organised the Chinese New Year by managing the marketing, guest list and welcoming the artists.

### Régionale Bruxelloise des Etudiants Louvanistes

Sept 2016 – Sept 2019

## ADDITIONAL INFORMATION

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**Computer skills:** Excel, SQL, Power BI, R, Stata, Canva, Procreate

**Languages:** **French (Native)** / Shanghainese (Native) / **English (C1)** / **Chinese (C1)** / Dutch (B1)

**Certificate:** Udemy - The Business Intelligence Analyst Course 2022 / Google Digital Garage – The Fundamentals of Digital Marketing / Red Cross – European first aid Training