

Anny Poon

LOOKING FOR A FULL TIME IN DIGITAL MARKETING OR LOGISTIC

ABOUT

-  1360 Perwez, Belgium
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-  Driving licence (B)
-  www.linkedin.com/in/AnnyPoon

SKILLS

- | | |
|------------|------------------|
| Office 365 | Canva |
| Wordpress | Google Analytics |

SOFT SKILLS

- Adaptability (Studied/Worked in Diverse Environments)
- Problem-Solving under pressure (Restaurant Operations, Student Projects)
- Customer service & communication

LANGUAGES

- | | |
|--|---|
|  French
native speaker |  Cantonese
native speaker |
|  Mandarin
intermediate |  English
B2 |
|  Dutch
B1 |  German
A2 |

WORK EXPERIENCE

Guest Service & Kitchen Support / March 2020 - Present Le Jardin de l'Empereur, Perwez

- Designed and launched the restaurant's website (WordPress), improving online visibility and customer engagement.
- Managed customer flow for 20+ daily covers.
- Processed 20+ daily orders with minimal errors, coordinating with kitchen staff for timely service.
- Managed multiple tables and requests efficiently, demonstrating strong organizational and multitasking abilities in a fast-paced environment

Premium Cluster internship position / March - May 2023 Stellantis, Bruxelles

- Conducted **market research** to identify trends in the automotive sector.
- Monitored **competitor activities** and industry innovations.
- Performed **benchmarking** of products and marketing strategies.
- Analyzed **sales channel trends** and product performance.
- Evaluated **marketing campaign effectiveness** with data-driven reports.

EDUCATION

MSc in Management / September 2021 - August 2025 Louvain School of Management, Louvain-La-Neuve

- Major in Tactical and Digital Marketing Decisions at FUCaM Mons.
- Option in Corporate Social Responsibility.

Intensive Mandarin Chinese Program with WBI-FRNS/CSC / September 2023 - June 2024 Tsinghua University, Beijing

- Full-immersion program at China's top university, attending 12+ hours/week of intensive language classes.
- Developed **cross-cultural communication skills** by collaborating with classmates from 10+ countries in academic and social settings.
- Adapted to a rigorous academic environment entirely taught in Mandarin.

BSc in Economics and Management / September 2017 - June 2021 Université Catholique de Louvain-La-Neuve, Louvain-La-Neuve

- Minor in Advanced Management Studies.

HOBBIES

Scouting (10 years)

Guitar (6 years)

Choir (6 years)

Travel

Theater

VOLUNTEERING

Marketing & Communications Officer / February - June 2023 (5 months)
Erasmus Student Network (ESN), Louvain-La-Neuve

- Produced promotional videos (editing) on Instagram.
- Developed engaging posts to promote association events on Instagram and Facebook by using Canva.

International Student Trip Organizer / August 2022 - January 2023 (6 months)
Erasmus Student Network (ESN), Louvain-La-Neuve

- Planned and executed cultural trips for 20+ Erasmus students, managing logistics (transport, budgets) and facilitating cross-cultural integration.

Marketing & Communications Officer / February 2022 - February 2023 (1 year, 1 month)
Association Internationale des Étudiants en Sciences Économiques et Commerciales (AIESEC), Louvain-La-Neuve

- Created engaging content (posts, reels) highlighting AIESEC services.
- Designed promotional materials (flyers, videos) for local/international student events.

Business Developer / September 2021 - February 2022 (6 months)
Association Internationale des Étudiants en Sciences Économiques et Commerciales (AIESEC), Louvain-La-Neuve

- Identified and contacted potential partner companies and used Odoo CRM for managing outreach and tracking progress.