



PHILIP LUNG

"If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea" by Antoine de Saint-Exupery

CONTACT



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Nationality: Belgium



10 Schrieksebaan. Tremelo 3120

LANGUAGES

Mandarin Native or bilingual proficiency

English Professional working proficiency

Dutch Limited working proficiency

French Elementary proficiency

WORK EXPERIENCE

Consulting project

Fedex (Oct 2020- present)

- Conduct marketing research to identify industry trends and commercial opportunities
- Conduct issue analysis and develop hypotheses on the key client issues
- Analysed both qualitative and quantitative data to be used in marketing implementation
- Synthesise findings, develop recommendations and communicate results to clients and internal teams

AIESEC Brussels

Team member of marketing department (Feb 2019 - Feb 2020)

- Responsible for branding and positioning AIESEC
- Create and implement the strategic marketing plan
- Coordinate with oGV (Outgoing Global Volunteer) in completing monthly sign-up goal

Management project

Huur een stuur (Sept 2018 - Jun 2019)

- Provide a holistic business analysis in five domains namely: Strategy, Marketing, Personal & Organisation, Business Process and Finance
- Propose an improvement of structural development of HR department

WORK-RELATED SKILLS

- Project Management
- Market Research
- Marketing and Sales Strategy
- Public Relations
- Microsoft Office

ACADEMIC BACKGROUND

KATHOLIEKE UNIVERSITEIT LEUVEN

Bachelor of Business Administration (2017-2021)

- Human Behaviour, Law and Society
- Economic Analysis and International Business
- Quantitative Analysis and Research Skills
- Management Domains
- Entrepreneurship and Employability

Master of Business Administration (2020-2022)

- Specialisation in International and Sustainable Finance