

# Alice Sheng

## Full-stack Founder

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## PERSONAL STATEMENT

I am a founder with administrative and marketing background. I have strong passion in the business and grow it to a profitable venture. I have worked with startups and large corporations and also had the opportunity to work with entrepreneurs, who were ideating their ventures. I love solving problems, helping people and being a part of the entrepreneurial ecosystem. I enjoy using my abilities to offer trustworthy, specialised, and exclusive services.

## KEY ACHIEVEMENTS

- > UK Startup, a member of D-lister.
- > Created eventmelt, the the community for professionals and founders new in the UK.
- > Senior Economist (UK equivalent of Reader).
- > Inspiring Marketer and Writer : Published eight articles for administrative assistance such as  
“The Practice and Reflection of International Exhibition to Promote the Brand Value of the Company” (Silver Prize Award, Excellent Academic Paper of the Year, 2020).  
“The Marketing Mechanism of Localisation” (Bronze Prize Award, Management Innovation Achievements, 2018).  
and “The Strategy of Overseas Sales Marketing” (Bronze Prize Award, Excellent Academic Paper of the Year, 2014).

## TECHNICAL SKILLS AND EXPERTISE

- > Cross-cultural Team Leadership
- > Campaign Management
- > Microsoft Word/Excel/PowerPoint
- > Google Analysis/Google Tag Manager
- > Google/Facebook PPC
- > Search Engine Optimisation
- > WordPress Web Development
- > Adobe Indesign/Premiere/Photoshop/Figma
- > Translation/Interpretation
- > Networking and Client Presentation

## EXPERIENCE

### Easy Marketing Ltd

Leeds, UK

Founder | Managing Director

April 2022–Current

- > I am in charge of a team of creatives who develop innovative marketing campaigns for our clients. And I am responsible for building connections for the company to reach fast into different industries in this country. I also care for the business's finances, ensuring we are profitable. I am a passionate and highly efficient marketer. I have hands-on skills in competitor analysis, SEO, website design development (logo, graphics, content writing, SEO), Content Writing, Facebook PPC and email campaign. I am a member of D-lister.

<https://d-list.uk/speakers/tao-sheng/>.

### Projects

#### Lacellbedding

WordPress | Croco Block | WooCommerce | Google Cloud Platform | Socia Media API

This website is made with B2C eCommerce in mind. I created a fashionable layout for the bedding with a large photo and four smaller photographs and a slide layout for the fabric based on the size of the customer's original pictures. To make images look more stunning, all images are placed above the space for the product description (different from the default WooCommerce layout). A visual menu also includes videos of businesses and pictures of their products. A download is also provided by a form submission to obtain lead information. For the website, basic technical SEO includes robots.txt, XML maps, and HTML maps. WordPress was used to build the website.

Project Page : <https://lacellbedding.com/>

Other Projects: <https://hzmppower.com/> <https://appleelectronics.co.uk/> <https://applegadgetrepair.co.uk/> <https://owowolf.com/>

## CRRC Group

Zhuzhou, China

Senior Economist Brand Marketing Manager

February 2022–July, 2010

- › Implemented and budgeted the company's brand management; directed successfully 38 international events in 17 countries; drove hundreds of million-pound global marketing campaigns
- › Augmented the company's credibility and reputation by directing top-performing international team members from 23 group subsidiaries to deliver innovative pitches at events. Strengthened external stakeholder by building broad relationships and leveraging activities with associations and organisations across all levels; Led the team to acquire two state-support campaigns which deducted approximately 170 thousand pounds of budget.
- › Took the initiative to design and develop a 100-page book, The Business Guidance for Overseas Sales Marketing Centre, which the company adopted as a welcome addition for the Seller's training. Guided the questionnaire on Sales Talks in both domestic and international marketing departments to develop the company's Brand Marketing Regulation.

Sales Marketing Specialist

2016 – 2017

- › Conducted market research in Southeast Asia; produced marketing investigation report for Malaysia and Vietnam market, managed three end-to-end bid processes; negotiated contracts, participated in customer meetings and site visits; provided responses to customers, suppliers, and cross-departments
- › Achieved hundreds of million pounds of sales in Malaysia by contributing winning strategies, preparing tenders for months with high-quality standards, and negotiating contracts, clause by clause, with the clients
- › Spearheaded in completing a 400-page, 2-million bidding documents in two weeks with five times of detailed revisions
- › Prepared the stage for winning projects by arranging 5 VIP visits, including the Malaysian Minister of Transport, Indian Minister of Transport, and other high profile delegations

Translator Interpreter

2010 – 2016

- › Translated 6.2 million words technical and commercial documents and conducted interpretation for 300 days
- › Developed a thorough knowledge of product ranges and a detailed understanding of target markets; led and participated in the translation activities of the whole process documents, including two training pieces for localisation in Malaysia and South Africa
- › Commended by the management team for serving as an articulate translator and interpreter for senior executives during high-level business exchanges and negotiations, and an exceptional transcriber of various legal and confidential business documents

## Ningxiang Government

Changsha, China

City Promotion Official

2009 – 2010

- › Optimised the Ningxiang's promotional video and website by communicating with third party providers and updating relevant content and current news
- › Arranged and organised VIP visits for entrepreneurs from multinational companies and famous enterprises to identify and develop potential plant locations in Ningxiang

## Dongcheng Central Elementary School

Changsha, China

Language Teacher

2005 – 2006

- › Taught Chinese and English to grades 3 to 6 students
- › Managed the classroom by preparing fun and easy-to-learn activity materials and assessing the students' comprehension of daily instructions and learnings

## EDUCATION

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2006 – 2008	Master Degree, Central South University, MA Foreign Language and Applied Linguistics, Relevant Modules : Advanced Interpretation, Translatology, and Japanese
2001 – 2005	Bachelor Degree, Zhengzhou University of Light Industry, BA Business English, Relevant Modules : International Trade Practice, Marketing, E-commerce, Second Foreign Language, and English Occupational Practice

## REFERENCES

Available on request