

邱刚毅 (Maple)

求职意向: 国际销售 / 外贸营销岗
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EDUCATION 教育背景

广东外语外贸大学南国商学院
中国, 广州

广州

国际商务学士

2016.09 - 2020.06

- 主修课程: 国际商务谈判、宏观微观经济学、会计学
- 总 GPA: 3.7/4.0, 专业 GPA: 3.8/4.0

PROFESSIONAL EXPERIENCE 工作/实习经历

广州指南针电子科技有限公司
外贸业务员

广州

2025.03- 2026.03

- 聚焦纺织印花领域, 通过 LinkedIn/YouTube/Facebook 及谷歌独立开发国际客户, 全流程跟进客户开发 - 转化 - 售后全生命周期, 搭建精准海外客户渠道
- 赴印尼雅加达参加 2025 纺织印花展, 现场挖掘潜在客户, 展会后邀约实地拜访, 高效推进东南亚市场客户转化, 积累行业优质客户资源
- 统筹海外订单全流程, 完成需求对接、报价核算、物流跟进及售后问题解决, 保障订单交付及海外品牌口碑

广州广美数码科技有限公司
外贸业务员

广州

2023.11- 2025.02

- 从 0-1 搭建阿里巴巴金品诚企国际站, 完成产品上架、详情优化及 P4P 推广计划制定, 提升店铺曝光与询盘转化率
- 整合小满 CRM、国际站 RFQ、海外社媒多渠道开发客户, 建立标准化跟进体系, 盘活潜在客户资源
- 连续参加 DS 印花展、迪培思印花展, 现场完成客户洽谈与成交; 入职半年内纯新客户业绩突破 40 万元(USD), 成单率行业领先
- 建立老客户定期维护机制, 通过需求回访、新品推荐提升复购率, 稳固核心海外客户群体

广州兴吉机器人有限公司
大客户销售助理

广州

2022.03- 2023.06

- 协同技术团队对接大客户项目, 线下辅助设备调试、改造及维护, 衔接技术端与客户需求, 保障项目落地
- 实时跟进项目进度, 反馈客户需求, 推进二次成交, 积累 B2B 大客户维护及跨部门协作核心经验
- 与客户工厂高效沟通, 解决项目执行问题, 提升大客户满意度, 为后续合作奠定基础

EXTRACURRICULAR ACTIVITIES 课外活动

本科生金融协会
干事

广州

2016.10 - 2017.04

- 牵头组织金融知识普及活动, 跨学科邀请 100+ 学生参与, 锻炼跨群体沟通与活动组织能力
- 联合 4 所高校俱乐部策划校级模拟操盘大赛, 统筹全流程执行, 吸引 150+ 学生参赛, 展现项目策划与团队协作能力

SKILLS & CERTIFICATIONS 技能兴趣

- 专业技能: 证券从业资格证、C1 驾驶证
- 计算机: 精通 Microsoft Office/Adobe Photoshop / 剪映; 熟练使用小满 CRM、阿里巴巴国际站 (金品诚企)、P4P 推广等外贸运营工具
- 语言: 普通话(母语), 英语 CET-6 (可进行海外商务沟通、邮件往来及展会洽谈)
- 兴趣: 羽毛球、夜跑

QIU Gangyi (Maple) – English Version

Job Objective: International Sales / Foreign Trade Marketing in Foreign Enterprises

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EDUCATION

Guangdong University of Foreign Studies South China Business College, Guangzhou | Sep 2016 – Jun 2020 Bachelor of International Business | Overall GPA: 3.7/4.0 | Major GPA: 3.8/4.0 Core Courses: International Business Negotiation, Macroeconomics & Microeconomics, Accounting

PROFESSIONAL EXPERIENCE

Guangzhou Compass Electronic Technology Co., Ltd. | Foreign Trade Salesman | Guangzhou | Mar 2025 – Mar 2026

- Focused on the textile printing industry, independently developed international customers via LinkedIn/YouTube/Facebook and Google, and followed up the whole life cycle of customer development, conversion and after-sales service.
- Attended the 2025 Textile Printing Exhibition in Jakarta, Indonesia, explored potential customers on site, and invited on-site visits after the exhibition to promote customer conversion in the Southeast Asian market.
- Coordinated the whole process of overseas orders, including demand docking, quotation calculation, logistics follow-up and after-sales problem solving to ensure order delivery and brand reputation.

Guangzhou Guangmei Digital Technology Co., Ltd. | Foreign Trade Salesman | Guangzhou | Nov 2023 – Feb 2025

- Built the Alibaba Gold Supplier International Station from scratch, completed product shelving, detail optimization and P4P promotion plan formulation to improve store exposure and inquiry conversion rate.
- Integrated Xiaoman CRM, Alibaba RFQ and overseas social media to develop customers, and established a standardized follow-up system.
- Participated in DS Printing Exhibition and Dipesi Printing Exhibition for two consecutive years, and achieved on-site customer negotiation and transaction; achieved **400,000 USD** performance from new customers within half a year of employment.
- Established a regular maintenance mechanism for old customers to improve repurchase rate through demand follow-up and new product recommendation.

Guangzhou Xingji Robot Co., Ltd. | Key Account Sales Assistant | Guangzhou | Mar 2022 – Jun 2023

- Cooperated with the technical team to dock key account projects, assisted in equipment debugging, transformation and maintenance offline, and connected technical end with customer needs.
- Tracked project progress in real time, fed back customer demands and promoted secondary transactions, accumulating core experience in **B2B key account maintenance and cross-departmental collaboration**.
- Communicated efficiently with customer factories to solve project execution problems and improve customer satisfaction.

EXTRACURRICULAR ACTIVITIES

Undergraduate Finance Association | Member | Guangzhou | Oct 2016 – Apr 2017

- Led the organization of financial knowledge popularization activities, inviting more than 100 interdisciplinary students to participate, exercising cross-group communication and activity organization abilities.
- Co-planned the university-level simulated trading competition with 4 university clubs, coordinated the whole process of execution, and attracted more than 150 students to participate.

SKILLS & CERTIFICATIONS

- **Certificates:** Securities Practitioner Qualification Certificate, C1 Driving License
- **Tools:** Proficient in Microsoft Office, Adobe Photoshop, Jianying; Skilled in Xiaoman CRM, Alibaba Gold Supplier, P4P promotion and other foreign trade operation tools
- **Language:** Mandarin (Native), English (CET-6, fluent in overseas business communication, email correspondence and exhibition negotiation)
- **Core Competencies:** International customer development, overseas social media operation, exhibition transaction, B2B key account maintenance, whole order process coordination
- **Hobbies:** Badminton, Night running