

申力予

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教育背景

香港大学 哲学政治经济 (PPE) 硕士学位 2025-2026 (Distinction 优异)

波士顿大学 哲学学士学位 与 心理学学士学位 2021-2025 (心理学 GPA: 3.80 | 5 次入选院长嘉奖名单)

维也纳国际学校 IB 国际文凭 2 年级-12 年级 2010-2021

实习经历

汉威士上海 Havas Shanghai (全球六大广告传播集团) | 新业务部门 实习生 | 2024.7-2024.8

- 参与多场新业务比稿的策划和现场，负责撰写部分比稿内容及中英互译，独立制作 Credentials Decks 的视觉素材，累积优化数百页 PPT，直接应用于知名国际快消和汽车品牌的最终提案。
- 在某广告投放项目中统筹进度，完成保密协议的初版修订与跨部门协作，确保任务项在截止日期前完成文件准备与盖章确认，支持项目顺利进入下一阶段。
- 撰写内部会议纪要，负责多场客户活动的场地预约与物料设计；在完成个人交付的同时，屡次填补团队资源缺口，提供视频创意方案与素材翻译，保障提案按期推进。

上海美国商会 AmCham Shanghai (亚太规模最大美商会) | Committee 部门 实习生 | 2023.7-2023.9

- 独立负责一期季刊采访，从构思选题、邀约嘉宾，到拍摄剪辑与撰稿，深度专访三位高管，产出一篇人物专访稿及一支采访视频，并设计刊物封面，发表于专供商会 VIP 会员的当季期刊。
- 参与大型论坛 WeForShe 的创意策划，推荐脱口秀演员作为嘉宾，注入年轻化视角，成为活动亮点之一。
- 负责撰写中英双语的官方活动文案，主导设计海报、PPT 与活动物料；为商业会议提供客户服务和行政支持，在活动冷场时主动通过即兴提问活跃气氛，协助多场重要活动顺利进行。

项目经历

香港大学 硕士毕业论文《意识形态何以在自觉中存续——以自我企业家精神为例》2025-至今

将齐泽克的辩证框架与阿尔都塞等哲学家的理论进行整合分析，提出原创概念“意识形态的自我意识”。

导师：黄裕舜 (Dr. Brian WONG)，香港大学哲学系助理教授、香港-东盟协会首席战略官

波士顿大学 心理学实验项目《本科生 LinkedIn 使用频率与自尊水平的相关性研究》| 组长 | 2024

负责统筹团队日程与分工，制定时间表、主持周会，撰写会议纪要并保障交付；实验通过线上问卷收集样本数据，运用 SPSS 进行相关性分析与回归分析，为理解职业平台对本科生心理健康的影响提供实证补充。

木禾心理 Peer Support 朋辈支持项目 | 心理支持专员 | 2022.8-2023.6

累计为在校学生提供逾 40 次的一对一情绪支持与目标管理，经过一个月的系统培训后，长期接受双周督导，参与 20+ 次案例讨论与技能复盘，掌握倾听、共情、危机识别、转介等核心技能；获得研究生来访者的积极反馈和主动预约，形成稳定的支持关系。

波士顿 春记生煎餐厅 | 线上业务负责人 | 2021.12-2022.4

敏锐捕捉学生市场机会，主动与品牌方洽谈合作，从 0 到 1 建立线上销售渠道并负责后续运营、销售及推广；通过精准社群推广与用户裂变，在两个月内将顾客群扩大数倍，助力品牌从私厨拓展为两家实体餐厅。

维也纳 慈善组织 | 创始人 | 组建并领导百人国际志愿者团队，策划覆盖超千人的募捐与亚洲文化传播活动。

Sparkling 国际学生非盈利组织 | 欧洲分部联合创始人 | 协助举办大型论坛与商业竞赛，孵化青年创业项目。

Instagram 网店 | 主理人 | 创立跨境品牌，主导前端运营与内容营销，协同合伙人管理供应链，将亚洲时尚、美妆与生活产品引入维也纳学生市场，完成从选品、采购、内容营销到销售的全流程闭环并实现盈利。

心理学独立项目 | 策划人 | 复制阿希从众实验，独立策划、拍摄并剪辑一部社会心理学纪录片并撰写论文。

个人技能

【语言】中文 (母语)；英语 (母语级)；德语 B2 级 (中高级)；日语 (初级)；法语 (初级)。

【技能】熟悉定量与定性研究 (SPSS、访谈、问卷)；中英双语撰稿 (采访/文案/学术写作)；中外社媒运营；活动策划；视频剪辑 (Final Cut Pro、剪映)、平面设计 (Canva、Procreate)；AI 及办公软件。

【能力】跨文化协作 (14 年欧美留学经验)；领导力与执行力 (所有实践皆达成盈利或募捐目标)；自我驱动的跨领域学习能力，善用类比与知识迁移，将学术思考转化为通俗表达或落地方案 (小红书、人文主题采访、拍摄纪录片)；独立性强 (未找过申请中介)；成熟的沟通能力。

【兴趣】读书 (组织过读书会)、电影、旅行 (曾一周速成驾驶去夏威夷自驾游)、美食、中医。

SHEN Liyu

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EDUCATION

The University of Hong Kong <i>Master of Arts in Philosophy, Politics, and Economics</i> (Distinction)	2025–2026
Boston University <i>BA in Philosophy and BA in Psychology</i> (Psych GPA: 3.80/4.00, Dean's List 5x)	2021–2025
Vienna International School <i>International Baccalaureate (IB) Diploma</i>	2010–2021

INTERNSHIPS

Havas Shanghai (One of the world's six largest advertising groups) | **New Business Intern** | Jul–Aug 2024

- Contributed to multiple pitches, including content drafting, Chinese-English translation, and visual production of credentials decks; optimized hundreds of slides to major international FMCG and automotive brands.
- Coordinated project timelines for an advertising campaign, revised non-disclosure agreements, and facilitated cross-departmental collaboration to ensure all documentation and approvals were finalized before deadline.
- Authored meeting minutes and managed venue bookings and material design for multiple client events, proactively supported team members with video ideation and asset translation to keep pitches on track.

The American Chamber of Commerce in Shanghai | **Committees Intern** | Jul–Sep 2023

- Independently produced a feature story and cover design for the members-only quarterly journal, managing topic ideation, guest outreach, filming, editing, and writing, conducting in-depth interviews with three senior executives.
- Contributed to an event highlight of the WeForShe conference, recommending a stand-up comedian as speaker.
- Drafted bilingual event announcements and designed posters, decks, and event materials; provided client service and administrative support during business conferences, and proactively re-engaged attendees during lulls.

EXPERIENCES

HKU Master's Capstone Thesis: *Why Ideology Persists Despite Ideological Self-Consciousness* | 2026–Present
Synthesizes Žižek's dialectical framework with Althusser, Bourdieu, and other theorists; proposes the original concept of "ideological self-consciousness." Supervisor: Dr. Brian WONG Yue Shun, CSO of HK-ASEAN Foundation.

Boston University: Undergraduate LinkedIn Usage and Self-Esteem Psychological Study | **Leader** | 2024
Managed team scheduling, chaired weekly meetings, and authored meeting minutes to ensure on-time delivery. Designed and distributed an online survey, conducted correlation and regression analysis using SPSS.

Muhe Psychology Peer Support Program | **Mentor** | Aug 2022–Jun 2023
Delivered 40+ one-on-one emotional support sessions to students after completing a one-month systematic training; received 20+ bi-weekly supervision, earned positive feedback and repeated session requests from graduate students.

Spring Shanghai Pan-Fried Buns (Boston) | **Online store Manager** | Dec 2021–Apr 2022
Identified an underserved demand within the student community and initiated a brand partnership to build an online sales channel from scratch, managing all operations, sales, and promotion; expanded the customer base severalfold within two months, directly supporting the brand scale from a home kitchen into two physical restaurants in Boston.

Vienna-based Charity Organization | **Founder & Chair** | Recruited and led a team of over 100 international volunteers, planned large-scale fundraising and Asian cultural outreach events reaching more than 1300 participants.

Sparkling International Student Non-Profit Organization | **Co-founder, Europe Chapter** | Co-organized large-scale forums and business competitions designed to incubate youth entrepreneurship projects.

Instagram E-commerce brand | **Founder & Manager** | Founded a cross-border brand targeting Vienna's student community, managed product selection, marketing, and sales for Asian products with supply-chain collaborators.

Independent Psychology Project | **Researcher & Director** | Replicated Asch's conformity experiment; independently planned, filmed, and edited a social psychology documentary short, and authored a research paper.

COMPETENCIES

Languages: English, Mandarin (Bilingual); German B2 Level (Upper-Intermediate); Japanese, French (Elementary).

Skills: Quantitative & qualitative research (incl. SPSS); content creation (interviewing, academic writing); social media management; event planning; video editing (Final Cut Pro); graphic design (Canva, Procreate); AI & office software.

A self-directed communicator with cross-cultural agility, leadership, interdisciplinary learning and transfer capabilities.