

Alexander Felix Maxelon

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EDUCATION

WHU – Otto Beisheim School of Management, Vallendar, Germany Degree Course: BSc International Business Administration/Management Participation in the Management Abroad Course India (May 2019)	09/2018-08/2021
Xi'an International Studies University (XISU), Xi'an, China Degree Course: Chinese as a foreign language	09/2017-05/2018
Leonardo-da-Vinci-Gymnasium Koeln-Nippes, Cologne, Germany Qualification: Abitur (university entrance requirement)	08/2009-08/2017
Culpeper County High School (CCHS), Culpeper, USA Exchange year during tenth grade	08/2014-06/2015

WORK EXPERIENCE

WHU – Otto Beisheim School of Management, Vallendar, Germany <i>Student Assistant, Public Relations Department</i> <ul style="list-style-type: none">Researching and writing articles about student-related topicsConducting interviews at campus events	Since 01/2019
Infosys Limited, Bangalore, India <i>InStep Intern, Digital Media Marketing Department</i> <ul style="list-style-type: none">Curated and executed a marketing strategy for Infosys' internship programConducted a competitive analysis for Infosys InStepProduced organic social media content for multiple ad campaignsDesigned a content calendar with a focus on branding	05/2019-07/2019
Homelike Internet Ltd, Cologne, Germany <i>Intern, Booking Management Department</i> <ul style="list-style-type: none">Increased sales and turnover figures through customer acquisitionSupported existing private and business customersAssisted customers with the booking process via telephone	06/2018-08/2018
Goethe-Institute, Xi'an, China <i>Volunteer, Culture and Language Department</i> <ul style="list-style-type: none">Organized intercultural events about GermanyDesigned and created advertisements and merchandise itemsImplemented presentations and training courses for Chinese studentsCreated and published content on the Goethe-website and WeChat	09/2016-08/2017
Peek & Cloppenburg KG, Cologne, Germany <i>Temporary Assistant, Business-Shirt Department</i> <ul style="list-style-type: none">Assisted and advised customersAcquired new customer-card ownersSupported the visual merchandising departmentHandled customer orders and reservations	12/2016-08/2017

EXTRACURRICULAR ACTIVITIES

Saidia Consulting, student pro bono consulting at WHU <ul style="list-style-type: none">Consulting the board of the Filippas Angel FoundationImproving the scholarship application processCreating marketing content for Instagram and Facebook	Since 10/2018
Partnership International, student exchange organization <ul style="list-style-type: none">Coordinating monthly meeting days with an average of 40 participantsConducting selection interviews for the CBYX-Scholarship-ProgramPreparing students on three-day seminars for their exchange yearSupporting host families and students throughout exchange year	Since 07/2015

OTHER QUALIFICATIONS & INTERESTS

Languages	German (native speaker), English (advanced), Chinese (fluent), Spanish (basic)
IT Skills	MS Office (Word, Excel, PowerPoint, Outlook), Salesforce, WordPress, AutoCAD
Hobbies & Interests	Tennis, Fashion, Travelling, Photography, Journalism (articles i.a. for the German Handelsblatt publishing house)