

Weili Zheng

Contact:

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Professional Experience

September 2007-Present Nanjing University Press Co., Ltd

Project Director

Responsible for key projects of NJUP, mainly focusing on high-level academic publication both original and translated works. Main areas of acquisition are literary studies, cultural studies, film, art history, art theory and pop culture.

Responsible for acquiring titles, developing networks, scouting for academics, presenting proposals and financials to publishing committee, negotiating contracts, managing communications with authors, and collaborating on marketing and sales strategies so as to maximize potential of products in the marketplace.

(Nanjing University Press is a comprehensive publishing house directed by Nanjing University ,which is one of the top 5 universities in China. With the policy of “building by academic advantage, prospering by famous-brand products ”, NJUP has published nearly 10000 titles of books since its foundation in 1984, among which over 600 have won various awards.)

October 2006-June 2007 Ctrip.com International Ltd.

Communication Manager

Responsible for planning and executing all aspects of marketing communications for Nanjing Branch, including branding, promoting products and collateral sales, exhibitions and events, PR and advertising.

Responsible for marketing , with an annual budget of over US \$ 200,000.

(Ctrip.com International Ltd. [CTRP] , founded in 1999, is China's leading travel service enterprise. CTRP provides over 250 million registered members with comprehensive services including hotel reservations, flight ticketing, packaged tours and corporate travel management. CTRP was listed on NASDAQ on December 9, 2003.)

July 2003-September 2006 Phoenix Publishing & Media Corporation Ltd.(Jiangsu People's Publishing House)

Editor

Responsible for reviewing manuscripts throughout the various production stages for about 10 books a year. Responsibilities also include helping plan 3-5 titles per year and hiring authors.

(Founded in 1953, Jiangsu People's Publishing House is a comprehensive local press. It has published nearly 20000 titles of books in the past 57 years. Since 1990, more than 300 titles of books have won various prizes.)

Education

Nanjing University, Master of Arts (Theory of Literature and Art, 2003)

Harvard University, John F. Kennedy School of Government (Leadership Decision Making: Optimizing Organizational Performance, Executive Education Program ,2013)

Publications

Cultural reporter, *Xinhua Daily*(2002)

“Experimental Aesthetics Challenges the Beauty Myth”, *Literature & Arts* (2003)

“New Studies of Experimental Aesthetics”, in *Literary Theory with Modern Perspectives*, Nanjing University Press, 2006.

Credential

Vocational qualification certificate of publishing

Certificate of College English Test (Band 6)

Social Involvement

Raise donations for Tagong primary school , Tibetan area of Sichuan Province(2011, 2009)

Awards and Honors

Research Fellowship, Taiwan Zhong Liu and Himalaya Foundation (2002)

Huangkan Fellowship, Nanjing University (2002)

Outstanding Student Award, Education Department of Jiangsu Province (1998)

References

Xian Zhou, Professor , Dean of Institute of Advanced Studies in Humanities & Social Sciences

Xinrong Jin, Editor-in-Chief, Nanjing University Press

Jimmy Lui, Director of Marketing Communication, Ctrip.com International Ltd.

Weiguo Jiang, Director , Office of Editor-in-Chief, Jiangsu People’s Publishing House