

Ms. Lili Qiu  
Planning - ABLE  
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## Biography

Lili Qiu is currently working as Accreditation Officer for the UWA Faculty of Arts, Business, Law and Education (FABLE), comprising seven schools. Working closely with the Deans/Heads and Academic Leads of Accreditation across the Schools, Lili is responsible for coordinating and managing seventeen accreditations across the Faculty.

Lili's key roles include 1) liaising with external accreditation bodies and internal Schools to manage accreditation projects; 2) developing a data collection mechanism, coordinating and implementing data collection, and providing high level data analysis to support a wide range of accreditation reporting activities; 3) advising on accreditation standards and requirements. Assisting with rules and metrics development for reporting upon request; 4) project managing accreditation activities, e.g. panel visits; 5) assisting the Faculty executive projects by providing data analysis and project management services on request.

Prior to this, Lili has worked for the UWA Business School for more than nine years, with three years as Project Manager (Quality Assurance and Benchmarking) and six years in marketing field.

Before UWA, Lili had worked more than 9 years as a professional copy writer and marketer across various industries in China, including media, technologies and internet. During this period of time, Lili had published more than 100 articles in Chinese newspapers and magazines.

Lili has earned a few degrees including Master of Electronic Business with High Distinction, and Master of Commerce (in Marketing) with Distinction from UWA. Lili was the highest mark winner of the year for the unit of Electronic Marketing during her Masters studies, and received Dean's Letter.

Lili also has a Bachelor of Arts (in Chinese Language and Literature) from Ji'nan University of China.

In addition, Lili has completed a few personal development training courses, including Model Thinking from University of Michigan, received Statement of Accomplishment with Distinction (97.5%); and Leadership Development for Women from UWA.

## Research outputs

### Using Internet Behavior to Deliver Relevant Television Commercials

Bellman, S., Murphy, J., Treleaven-Hassard, S., O'Farrell, J., Qiu, L. & Varan, D., 2013, In : Journal of Interactive Marketing. 27, 2, p. 130-140

## Previous Positions

- \* Promotions Supervisor at Guangzhou ICARUS Network Technologies Co., Ltd (Member of Revenco Group), Guangzhou, China  
(Award: awarded Outstanding Employee of the Year once for creating an effective affiliate network to increase the website ranking by 140,000 within one year through an IMC method).
- \* Marketing Representative at Lenovo-Chinaweal System & Service Co., Ltd, Guangzhou, China.
- \* Public Relations Supervisor at China Weal Business Machinery Co., Ltd, Guangzhou, China(Award: Lili was ranked No.1 in performance evaluation in the CEO office for three years)
- \* Marketing planner at South China Human Resource Market, Guangzhou, China
- \* Associate Office Director and Marketing Manager at Guangzhou Television Station Foreign Affairs Centre, Guangzhou, China

(Award: awarded Guangzhou TV Station's Outstanding Employee of the Year once for successfully promoting the first foreign and Chinese joint TV channel in mainland China market).

## **Languages**

English

Mandarin

Cantonese

Hakka