



XIANBIAO LIU (Steven)

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Results-driven professional with extensive experience in international business development, operations management, and cross-cultural communication. Seeking a challenging role in Account Management, Operation or Business Development Management to leverage my skills.

**KEY SKILLS
HIGHLIGHTS**

- Strategic Account Management.
- Networking & Stakeholders Management
- Project & Event Management
- International Liaison
- Marketing Research
- Attention to detail and accuracy.
- Experience in marketing research and communication trends
- Cross-Culture Communication skills
- Strong computer literacy

**PROFESSIONAL
EXPERIENCE**

Senior Business Development Manager, Jan 2016 – Present

Business Horizon International Group Ltd, BHIG www.bhig.co.uk

- Spearheaded international client relationships and identified new market opportunities
- Collaborated with top universities, private enterprises, and HNWI in China and the UK.
- Led the International Liaison Department of the China-Britain Doctoral Association (DCBDA), a strategic partner of BHIG.
- Served as Deputy General Director of the 15th World Chinese Entrepreneurs Convention (WCEC) UK Division.
- Coordinated financial operations, including invoicing, expense processing, and contract.
- Facilitated communication between non-English-speaking clients and UK-based companies.
- Identified and evaluated potential clients/market to drive revenue growth.

Founder & COO, Jan 2014 – Jun 2019

Decent International Group Ltd, www.decentinternational.uk/

- Pioneered the "Decent International" brand to tap into the real estate market for overseas Chinese investors.
- Negotiating better mortgage and financial deals with banks on a client's behalf.
- Conducted financial and background checks to ensure clients' affordability of mortgages.
- Advising on financial products and insurance.
- Ensured compliance with industry regulations and guidelines.

Founder, Jan 2012 – Jun 2018

Nihao China Travel Ltd, www.nihaochina.uk/

- Develop long-term strategies and goals for the company's growth in the UK-China travel market.
- Establish partnerships with Chinese travel service providers to offer unique travel experiences.
- Oversee marketing campaigns to promote the "Nihao China" brand and attract UK tourists.
- Ensure high-quality travel planning and customer service for a seamless travel experience.

Website Developer & Business Development Manager, Jan 2007 – Jan 2012

Advertising Online Ltd & QuickYield Ltd, www.advertising-online.net

- Led website development and project management to optimize services and products on
- Maintained strong client relationships, offering valuable insights and technical support.
- Contributed to enhancing client satisfaction and optimizing services.

**EDUCATION
BACKGROUND**

MA Digital Communication and Media/Multimedia

University of Bedfordshire, Date of graduation: September 2007

BA Media Production & Animation

University of Bedfordshire, Date of graduation: September 2005

LANGUAGES

Mandarin (mother tongue)

English (fluent)

**COMPUTER
SKILLS**

Microsoft Windows, Office (Word, Excel & PowerPoint)

Adobe Creative Suite (Fireworks, Photoshop)

Website Design & Developing

SEO (Search Engine Optimization) & SNM (Social Network Marketing)

OTHERS

Full & Clean UK Driving License

British Passport