

Xinhui Du

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD December 2017
Master of Science in Information Systems

School of Public and Environmental Affairs, Indiana University, Bloomington, IN May 2015
Bachelor of Science in Public Affairs, Public Financial Management

PROFESSIONAL EXPERIENCE

Sanley Group, LLC (A fast-growing online directory), Bloomington, IN June-November 2015

Online Directory Intern

- Build a web-based database with another intern after identifying and collecting information of over 280 small businesses in university towns
- Composed a comprehensive guidance for potential customers around 3 universities
- Reviewed and recommended 25 signature restaurants in database, and posted high-quality pictures on social media, increasing 5% exposure to online followers
- Promoted small businesses with high customer growth rate and contributed \$1400 in company total revenue through selling advertisement services for \$10 per business

China Citic Bank, Tianjin, China May-August 2013

Assistant of Hall Manager

- Maintained relationship with 10 valued customers and surveyed customer experience ensuring 100% retention rate
- Collaborated with 4 tellers and 2 managers on daily tasks to assist customers with filling required forms for financial services
- Introduced and promoted 189 customers to apply for credit cards and contributed in raising branch ranking from seven to three in Tianjin

LEADERSHIP & ACTIVITIES

Graduate School Ranking Project, University of Maryland, MD October – November 2016

- Designed and built a SQL database of top 100 business graduate schools (2013 -2016) in the U.S., collaborated with 5 team members.
- Implemented and integrated SQL database into Salesforce, presenting as a user friendly interface.
- Provided an easy and efficient searching method to meet graduate candidates' various demands, such as search by regions, majors, and years.

China Citic Bank, Tianjin, China June-July 2013

Mobile App Marketing Group Member

- Advertised bank-related mobile app and strategized campaigning tools to attract targeted customers in 20s - 50s, expanding customer base of branch by 12%
- Conducted surveys and analyzed over 400 responses to devise business strategies for developing new app features

Indiana University, Bloomington, IN January- May 2013

Peer Tutor: BUS-K303 Technology & Business Analysis

- Guided 27 students on take-home projects, shared learning methods and followed up with students after coaching sessions
- Cooperated with peers to resolve students' technical issues in a timely manner both inside and outside of class
- Facilitated first-year students learning to adapt to different teaching methods; and increased students average GPA from 1.3 to 3.0

ADDITIONAL

Technical Skills:

- **Languages:** HTML, CSS, SQL, Python
- **Tools:** Tableau, Hadoop, Oracle SQL*Plus