

Zijing (Judy) Zhang

6154 Springhill Terrace, Apt 305 ■ Greenbelt, MD 20770 ■ 1-508-826-0995 ■ zijing.zhang@rhsmith.umd.edu

EDUCATION:

Robert H. Smith School of Business, University of Maryland, College Park, MD

Master of Science in Business, Focus Area: Information System, GPA 3.83/4.00, GMAT: 750

December 2017

Worcester Polytechnic Institute (WPI), Worcester, MA

Master of Science in Marketing and Technological Innovation, GPA: 3.80/4.00

May 2016

Shanghai University of Finance and Economics (SHUFE), Shanghai, China

Bachelor of Management in International Business, GPA: 3.41/4.00

June 2014

Technical Skills:

Tools: SPSS, NVivo, Tobii, Qualtrics, MySQL, MS SQL Suite, @Risk, StatTools, Precision Tree

EXPERIENCE:

Teaching Assistant, Robert H. Smith School of Business, University of Maryland

January 2017- Present

- Helped 49 supply chain master students and 35 EMBA students with data modeling concepts and implementation, improved student overall performance by making demonstration videos and notes
- Developed models using Excel Pivot, @Risk, StatTools, Precision Tree to solve optimization and prediction problems
- Created performance reports to professors and provided potential solution on enhancing student performance

Track Representative, Robert H. Smith School of Business, University of Maryland

January 2017- Present

- Represented 60 MS Information System students to reach out to different faculties and staffs, discussed the issues regarding course registration, career service and more
- Participated the arrangement of the Town Hall which included seven professors, one staff and 30+ students, solved students' questions and concerns on internship seeking process

Research Assistant, User Experience and Decision Making Lab, School of Business, WPI

September 2014- May 2016

- Directed a team of five and enhanced user experience of website by conducting qualitative analysis on usability test, landing page test and content management.
- Led a team of four research assistants to perform market research on consumer perception of product expiration date in three product categories using Tobii (eye-tracking device) and Qualtrics.
- Collaborated with three analysts to analyze 30+ internal staff survey on internal website layout and content of a company with SPSS; presented recommendations provided on website content changes and UI enhancement.
- Developed report on application of eye-tracking technology in marketing for two professors; identified possible experiments design deploying Tobii to solve research questions.
- Managed a team of nine research assistant to collaborate with multiple research teams; assisted different research teams to conduct 15+ independent experiments.

Volunteer Research Assistant, Department of Marketing, SHUFE

August 2012-April 2014

- Designed five questionnaires for TAYOHYA, China to improve stores customer service, layout, and management effectiveness.
- Advised a research team of 12 students in a field study to visited 60 stores of TAYOHYA, China; administrated and collected 200+ valid questionnaires from consumers and sales representatives.
- Interviewed seven senior managers of TAYOHYA, China on management effectiveness; executed internal research based on interviews.
- Analyzed results of 200+ surveys from consumers, sales staff and management utilizing SPSS and Excel; recommended strategic changes on internal management to leadership team.
- Improved stores design layout enhancing customer traffic by 30% and store visits by 25% by observing and studying in-store behavior of 100+ consumers.

ADDITIONAL INFORMATION

Language

Mandarin, English