

# Dongjie Cao

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## EDUCATION

### California State University, Northridge (CSUN)

Dec 2018

Bachelor of Science in Marketing

Complemented with Business Honor Degree

Cumulative GPA: 3.8 | Dean's List 2014-2018

UCLA Coding Certified

Nov 2018

## PROFESSIONAL EXPERIENCE

### PR Works | Hollywood, CA

Aug 2017-Dec 2017

#### Entertainment Public Relation & Marketing Researcher

- Constructed monthly client retainer pricing strategy to reach firm profit maximization point
- Consolidated and distribute E-mail campaign to target E-Commerce for media buying primarily through influencers
- Capture customer insight and drive conversion rate by mobilizing past key performance indicator
- Employ Excel JOIN merger operation to reference customer information and display across table tabulation
- Optimize customer acquisition and retention rate by tracking and accessing Tableau quantifiable visualization dashboard
- Examine target market customer segmentation by computing cross section statistically numeric data
- Measure service performance by concatenating RFM code analysis with month customer account profitability

### Rad Intelligence | West Hollywood

May 2017 - Dec 2017

#### International Digital Marketing Analyst

- Deploy SPSS data analysis to recognize the Recency, Frequency, and Monetary value each donor contributes into the projects
- Leverage Excel VLOOPUP to identify the most valuable donors among the specific targeted markets
- Develop business proposal by utilizing the marketing research data analysis to benchmark next seasonal fund collection goal

### David Nazarian College of Business and Economic Associate Dean Office | CSUN

June 2013- Present

#### Business Statists Tutor & Instructional Student Assistants

- Evaluate 250+ students current class standing to assist student to achieve learning objectives each semester
- Coordinate 300+ students with sample reviews exams including subjects like STAT, ECO, SOM, ACCT
- Consolidate Excel spreadsheets for student information to further facilitate learning process
- Analyze statistic topic per student requests vary among cost structure, revenue generation, profit maximization

### CSUN Business Honors Association | CSUN

May 2016-Aug 2017

#### Vice President of Technology

- Designed "CSUN Business Honors Association" website to maintain a professional and aesthetically outlook
- Updated monthly club event newsletters to drive traffic to websites 25% per throughout semester
- Collaborated with sponsors to organize workshops, firm tours, and networking events and increased membership by 10%
- Developed weekly social media creative content using Hootsuite and secure monthly coverage press placement
- Communicated with VP of Membership in tabling and recruitment of new members to achieve department goal

## EXTRACURRICULAR ACTIVITIES & Scholarship

### CSUN David Nazarian College Case Competition

Feb 2017-March 2017

- Analyzed Harvard Business Review case problems and present recommendations to panel of judges
- Created a SWOT and 5 force Porter analysis to generate a global supply chain expansion model

### 2017 Howard and Ellen Press Family Scholarship

April 2017

### David Nazarian College of Business and Economics Department of Marketing Scholarship

Jan 2018

## SKILLS & INTERESTS

- Programming Language: Node.js, HTML, CSS, Javascript, Git, Heroku, JQuery, Ajax, firebase, mysql, express, sequelize, mongoDB, React, Bootstrap
- Google AdWords Certification, Tableau, SPSS, Google Analytics Certified, Access, Sharepoint, Alteryx VBA, SQL, HTML, CSS, InDesign, Photoshop, Illustrator, After Effects, Adobe Premiere Pro, shopify
- Fluent in Mandarin/Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Social Media (Facebook, Twitter, LinkedIn, Instagram, YouTube, Snapchat, Adobe Photoshop, Constant Contact, iMovie)