MENGMENG ZHANG

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EDUCATION

MS in Business Analytics   01/2018-Present
University of Illinois at Chicago. Chicago, IL

Ph.D. in Enterprises Management   12/2016
Huazhong Agricultural University. Wuhan, China

BS in Financial Management   05/2010
South-Central University for Nationalities. Wuhan, China

SKILLS

Language	Python, LaTex, HTML
Platforms	Microsoft Office suite, Dreamweaver, Scientific Word
Statistical Analysis	R, SPSS and STATA
Analysis Software	ephi, UciNet, ArcGIS

EXPERIENCE

Department of Economics Research Associate/ Visiting Scholar   01/2016-Present
Michigan State University East Lansing, MI

· Developed and tested advanced econometrics methods with Prof.Jeffrey Wooldridge.
· Prepared manuscript on regression-based investigation to secure best-fit models.
· Prepared STATA codes on analyzing problems.

Volunteer   05/2017-Present
Information Technology Empowerment Center (ITEC) East Lansing, MI

· Assisted in ITECs official website design.
· Assisted in teaching classes Digital Media, Web Design and programming.

Department of Community Sustainability Visiting Scholar   09/2014-09/2016
Michigan State University East Lansing, MI

· Collaborated with Prof.Philip Howard to study the evolution of innovation cooperation network of the industry.
· Focused on dynamics of relationships between organizations, including companies and research institutes.
· Presented results at three collaboration meetings and large conferences in USA and Canada.
· Achieved one manuscript under review and two in preparation.

Project Leader   01/2013-12/2016
Huazhong Agricultural University Wuhan, China

· Researched brand growth to help establish long-term company reputations.
· Wrote successful research proposal, reported outcomes, and published one first-author paper.
· Analyzed organizations behavior with 1,314 data samples with qualitative/quantitative methods.
· Oversaw and conducted surveys, field observations, and interviews.

Research Assistant   09/2010-12/2016
Huazhong Agricultural University Wuhan, China

· Served as team member and leader under Dr. Yanjun Li researching product value chains, brand community establishment, and organization/consumer behaviors.
· Applied network analysis methods to identify community hubs having influence over many other members.
· Bilingually published three first-author papers, wrote grant proposals and reports, and presented in conferences for technical and non-technical audience.

Intern   07/2011-08/2011
Fairyfair Company, Limited Shenzhen, China

· Provided planning, data analysis, and strategy development for internet marketing and retail operations.
· Reviewed results of internet marketing campaign and recommended improvements.
· Improved profits and increased positive customer reviews.

Website Design Instructor   09/2011-01/2012
Huazhong Agricultural University Wuhan, China