

Qian Lin

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EDUCATION

Baruch College /CUNY, Zicklin School of Business, New York, NY

*Major in **Marketing Management**, Minor in **Art Design***

Cumulative GPA: 3.78/4.00

COURSEWORK

- Consumer Behavior
- Marketing Analytics with Big Data
- Graphic Design
- Marketing for Decision-Making
- Digital Transformation of Marketing
- Marketing Strategy

WORK EXPERIENCE

Medical Assistant, Brooklyn, NY

July 2021 - August 2021

- Organizing about 30 documents into categories with 100% accuracy per day.
- Taking calls from more than 20 patients and setting up the doctor's schedule.

Restaurant Employee, NJ

August 2021 – Present

- Serving over 50 orders with about 100 bowls per day and answering calls.
- Demonstrate knowledge of menu items and corresponding ingredients.

Opus Dance Theatre, Social Media Marketing Intern, NY

July 2024 - August 2024

- Assisted in managing and growing social media channels (Facebook, Instagram, Twitter) by editing and uploading over 10 pictures & about 3 videos per week.
- Conducted social media analytics, tracking KPIs like engagement rates, impressions, and click-through rates.

ACADEMIC RECORD

- The Harvard University case study on the Mediquip pricing dispute states that Mediquip was only willing to reduce the price by 0.1 million after being rejected by Lohmann University Hospital for not being able to provide a realistic offer.
- 2025 Research & Creative Inquiry Expo - Presented and discussed my art project and demonstrating public speaking, project management, and audience engagement skills in a professional setting.

VOLUNTEER EXPERIENCE

- Dedicated 5 hours each weekend to organizing paperwork and verifying patient information at the clinic.

LANGUAGE AND SKILLS

- Fluent Mandarin
- Excel, Word, PowerPoint, & Outlook, InDesign, Photoshop, Illustrator

