

Tianyi Tong

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EDUCATION

Boston University- Metropolitan College

MA, USA

Master of Science in Applied Business Analytics

Jun., 2018-Jan., 2019

Graduate Certificate of Global Marketing Management

Sep., 2017-May., 2018

GPA 3.49/4.0, CFA Candidate (level 1)

University of California, Los Angeles- Department of Business, Legal & Real Estate

CA, USA

Majoring in International Trade and Commerce

Sept., 2015-Jun., 2016

GPA 3.5/4.0

Sichuan International Studies University- School of Business English

Chongqing, CHN

Bachelor of Arts, majoring in Business English

Sept., 2013-Jun., 2017

GPA 3.69/4.0, CIMA Certificate (The Chartered Institute of Management Accountants)

INTERNSHIP EXPERIENCES

Tsinghua Unigroup, Spreadtrum Communications, Inc.

Jun., 2014-Aug., 2014

Accountant Assistant (Finance Department)

Shanghai

✧ Sorted financial documents, checked invoices, assisted senior auditor to audit accounts with SAP system

✧ Got a basic understanding of corporate finance knowledge, strengthened knowledge application ability

Saic Fiat Powertrain Hongyan Co., Ltd. (SFH)

Oct., 2016-Jan., 2017

Sales Support (Sales and Marketing Department)

Chongqing

✧ Helped to prepare the auto show in Beijing

✧ Established a database of various engine parameter

✧ Analyzed the production and sales volume and made prediction for next year through excel and R

Realmax Electronic Technology Co., Ltd.

Feb., 2017-Jun., 2017

Marketing Assistant (Marketing Department)

Shanghai

✧ Write some advertorials for the public account of Realmax in Wechat

✧ Participate in the promotion and execution of Realseer AR Competition

COURSE PROJECTS

Innovative Marketing on a Self-Built Website

Jan., 2018-May., 2018

✧ Built a WordPress website named "The Cool Kitchen" <http://www.highgradekitchen.com/> and conduct Search Engine Optimization (SEO), designed web pages and web content that is ranked highly by search engines like Google.

✧ Leveraged social media such as Facebook and Twitter for marketing, developed an email marketing strategy through MailChimp to increase traffic and awareness of the website.

✧ Conducted Search Engine Marketing (SEM) and Keyword Bidding Management through Google Adwords.

✧ Gathered business intelligence from web page visits and web metrics using Google analytics.

Business Plan for a Self-Built Digital Company

Sept., 2017-Dec., 2017

✧ Built a virtual company YOX that provides a platform that connects restaurants having free capacity in meals and seats in their location with hungry customers who want to make a good deal.

✧ Formulated marketing plan, operational plan and financial plan.

RESEARCH

Data mining for Airbnb through R

Aug., 2018

- ✧ Used the backward stepwise to select variables and found the best fit multiple regression model, then used the predict function to get the RMSE and check the accuracy of the model.
- ✧ Used K-NN model to conduct prediction and used Classification Tree and Naïve Bayes Method to do the classification.

Market strategies for Chloé Brand's Promotion in Singapore

Feb., 2016-Mar. 2016

- ✧ Studied the market entry strategy to raise customers' awareness and loyalty scheme of the brand, designed marketing & sales strategy on basis of the branding positioning
- ✧ Determined the best sales channel by making comparisons among different sales tactics and distribution

ADDITIONAL INFORMATION

Computer Skills: Excel, R, SQL

Marketing Skills: SEO, web design, social media marketing, email marketing

Language: Chinese (native), English (proficient)