

Qi Zhang (Jean)

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Thank you for your time and consideration

Summary

- Double Master Degree
- Latest degree - Master of marketing communications in University of Melbourne.
- 4 years field experiences in marketing and communications .
- Local working experiences in customer service and sales.
- Experiences in implementing field / digital marketing activities, media strategies, and content production and etc.
- Skilled in data analysis and marketing research to identify opportunities and understand market and customer needs.
- Good personality, excellent relationships and communication skills.
- Strong passion and interests in marketing and communications.
- Goal driven and self motivated.
- Confident, enthusiastic, dynamic and creative.
- Bilingual.

Specialties:

- ✓ Generate insights from researching, analyzing and intuition;
 - ✓ Excellent problem-solving skills and time management;
 - ✓ Information searching, research design and data analysis;
 - ✓ Social media monitoring and deliverables production;
 - ✓ Multi-style writing ,In-depth reporting and interview
 - ✓ Effectively integrating available resources to generate practical strategy
 - ✓ Good organizational ability and coordination skills to support team goals.
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Experience

Sales Assistant / Electra Cables (Aust.) Pty. Limited

June 2018 - Sep 2018

My roles :

- Integral support for sales team
- Customer services
- Order management
- Deal with customer enquiries
- Receiving and initiating clients' calls

Project - Marketing research project in University of Melbourne

Jul 2017- Dec 2017

My roles :

- Conduct quantitative and qualitative researches in the project.
- Work with a team to design proposals and questionnaires as well as overseeing data quality and management.
- Being the go-to person for getting the core information out of the data, working with SPSS.
- Build strong relationships both internally and with clients.
- Build insightful and beautifully crafted presentations and delivery.

Campaign Specialist / In Beijing Radio Station

Jul 2012 - Sep 2014

Beijing Radio Station is a mainstream media in Beijing.

My Roles:

- Work with the Campaign team to create and implement integrated marketing campaigns
- Work with the content and creative team to develop and execute multiple campaign touchpoints
- Integrate campaigns with sales including briefing, document delivery and ongoing coordination
- Develop and maintain strong relationship with Sales team
- Robust testing of digital campaigns across multiple platforms to maintain a high level of quality
- Monitor campaign reach and engagement via Salesforce and Google Analytics
- Ensure that all campaign messaging is within brand style guidelines
- Manage channel communications and expectations and oversee campaign implementation to ensure ideas are brought to life.
- Measure and analyse campaign success

Analyst / Institute of information technology (Beijing)

Oct 2011 - Jul 2012

The institute is a research center and a management consulting agency, providing insights to key decision-makers that help them increase value, and reduce the risks and uncertainty inherent in transactions. Identify key value drivers, challenge assumptions about future performance, search for and advise on hidden value to deliver an integrated approach to clients before, during and after the transaction.

My roles:

- Work with team to gather and organize information about the problem to be solved or the procedure to be improved
- Perform assessments to identify the needs of the client
- Interview personnel and conduct on-site observations to determine the methods, equipment, and personnel that will be needed
- Analyze financial and other data, including revenue, expenditure, and employment reports. Perform independent research and analysis to determine optimal operational solutions.
- Recommend new systems, procedures, or organizational changes
- Make recommendations to management through presentations or written reports
- Evaluate the effectiveness of the solution after a determined period of time
- Support Strategic Advisor in project scoping, development, implementation, monitoring and reporting.
- Work with internal, external consultants and other experts
- Maintain project artefacts including project management plan, budget, resourcing, scheduling and performance reports to assure integrity of the project.

Journalist / In the Media 'China Water World' (Water treatment Industry)

Aug 2010 - Oct 2011

The monthly Journal is a well-known media in the field of industrial water treatment, it had run over 10 years with plenty of fixed professional audiences. The media provides decision-makers information and contents such as market trends, new technologies, political analysis, and marketing management case study.

My roles:

- Write in-depth reporting, news, interviews.

- News Topics planning.
 - Build and maintain network with companies, experts, consultants, politicians and scholars.
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Education

Master of Marketing Communication / University of Melbourne/ 2016 - 2018

Master of Agricultural entomology and pest control /Yunnan Agricultural University / 2007 - 2010

Bachelor of Agriculture/ Northeast Agricultural University/ 2003 - 2007

Others

Student Societies:

Vice-President of Post-Graduate Union in Yunnan Agricultural University

Minister of Diplomacy Department of Post-Graduate Union in Yunnan Agricultural University

Minister of Diplomacy Department of Student Union in Northeast Agricultural University

Vice-Minister of Diplomacy Department of Student Union in Northeast Agricultural University

Honors and Awards:

First-class Scholarship in Yunnan Agricultural University,

Excellent Social Activist in Northeast Agricultural University,

Social Service Award in Yunnan Agricultural University,

Champion of the women's basketball Match in Northeast Agricultural University,

Champion team of the NEAU table-tennis in Northeast Agricultural University.

**Thank you for your time and consideration.
I am looking forward to hearing from you.**