

Nancy Y. Duan

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EDUCATION

University of California, Berkeley

8/2009 – Present

B.A. Economics, Expected May 2013 Graduation

WORK EXPERIENCE

GREE International, Inc. - Studio Games

San Francisco, CA

Product Management Intern

6/2012 – 8/2012

- Researched GREE Inc.'s competitors and the social mobile gaming market as a whole to determine best practices, market trends, and currently hot gameplay features.
- Wrote and contributed to various general design documents (GDDs) and product requirement documents (PRDs) to describe gameplay specifications, functions, and mechanics to engineers and designers.
- Used Excel functions to derive game-appropriate stat values based off of real-life information.
- Researched, analyzed, and compiled game data that will appear in future releases.
- Compiled and organized graphical assets that will appear in future releases.

UBM Electronics – Global Partner Sales

San Francisco, CA

Intern

7/2011 – 12/2011

- Assisted the Executive Director of sales in developing print and digital media campaigns for high-profile semiconductor companies, compiled marketing materials for prospective clients and gained valuable insight into media sales and business-to-business transactions.
- Used real-time reporting tools (e.g. Omeda and Omniture) to compile and organize ad campaign data into Excel, and ensured on-time delivery of monthly reports to clients.
- Reserved campaign inventory for clients through FatTail according to received orders, and recorded details of campaigns in Salesforce CRM.
- Updated and maintained client database in Salesforce.com CRM.
- Communicated with clients directly to follow-up on campaign progress, providing recommendations based on analysis of ad campaign data.

UCB Dept. of Education - Technology Enhanced Learning in Science (TELS)

Berkeley, CA

Research Assistant

11/2009 – 6/2010

- Assisted in updating the bibliographic database of publications and academic products of the Technology Enhanced Learning in Science (TELS) project.
 - Assisted in editing academic papers and manuscripts in the area of technology enhanced science inquiry and education.
 - Utilized EndNote, Microsoft Office Suite, and other Internet resources to maintain a bibliographic library to assist the TELS research group.
 - Assisted with various office errands and general administrative support.
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SKILLS AND INTERESTS

- Language: Proficient in Mandarin.
- Software experience: Photoshop, Audacity, EndNote, Microsoft Office (Word, Excel, Powerpoint).
- Experience with Wordpress, Salesforce.com, Omeda, and Omniture.
- Experience with HTML and CSS.
- Interests: reading, traveling, marketing, entertainment culture, gaming, social media, mobile, the environment, conservation, web design and development.