

CASSIE ZHU

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EDUCATION

New York University: College of Arts and Sciences

New York, NY

B.A in Political Science; Minor in Public Policy

2008- 2012

- Latin Honors: *cum laude* (GPA: 3.73/4.0);
- Dean's List: 2009- 2011; Shanghai Study Abroad Program 2010.

PROFESSIONAL EXPERIENCE

Beepi

San Francisco, CA

Marketplace Account Manager

Apr. 2016- Dec. 2016

- Managed the sales cycle of 40-60 accounts simultaneously, from initial lead stage through post-delivery;
- Assisted buyers in procuring key financial, legal, and registration documents to secure each purchase;
- Worked cross-functionally with operations and engineering teams to enhance customer experience;
- Streamlined account management processes to increase efficiency and reduce errors by 33%.

Postali

San Francisco, CA

Content Developer

Aug. 2015- Apr. 2016

- Researched and published compelling SEO-focused blog content geared towards clients' customer base;
- Optimized content and keywords on landing pages to increase lead-generation and conversion rates.

Playpass

New York, NY

Growth Team: Sales & Marketing

May 2015- Sep. 2015

- Generated 20+ new leads on a weekly basis, and managed sales pipeline in CRM database;
- Implemented, tracked, and improved email campaigns using Yesware analytics;
- Published SEO-driven content on company blog (WordPress), and contributed to social media channels;
- Conducted competitive market analysis based on benchmarks.

Stroock, Stroock & Lavan, LLP

New York, NY

Litigation Paralegal

Aug. 2013- Aug. 2015

- Reviewed and analyzed complex legal documents, case law, deposition transcripts, and financial records;
- Collected, evaluated, and presented data using Excel functions in case assessments for corporate clients;
- Helped win key court hearings in favor of pro-bono clients in landlord-tenant disputes;
- 2013 & 2014 Public Service Project Award recipient for Outstanding Pro-Bono Legal Assistance.

LEADERSHIP

InterVarsity Christian Fellowship

2011- 2012

Executive Board

- Regularly communicated vision and goals of the organization to other student leaders and club members;
- Implemented growth initiatives for ten small groups on campus, increasing member attendance by 30%;
- Organized outreach events such as 'Feed 100,' that aim to serve the homeless community.

Alpha Phi Omega (national community service fraternity)

2009- 2011

- *Vice President of Fellowship:* directed committee members; organized & executed dozens of social events.

SKILLS & INTERESTS

- **Technical Skills:** Salesforce CRM, Microsoft Excel, PowerPoint, Zendesk, Zopim, Asana, Trello, HTML5, CSS3, jQuery, SQL, Adobe Photoshop, WordPress.
- **Languages:** Mandarin Chinese (fluent).
- **Interests:** Team sports, nutrition & fitness, creative writing, documentaries, community service.