
DIANE S. LIU

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BUSINESS MANAGEMENT STUDENT, COMMUNICATION AFICIONADO, & MARKETING STRATEGIST

EDUCATION

BOSTON UNIVERSITY, Graduation: May 2015

B.S. in Business Administration with dual concentration in Marketing and Operations Management

- Certified Green Belt in Six Sigma Management

PROFESSIONAL EXPERIENCE

BCBGMAXAZRIAGROUP, Los Angeles, CA

[JUNE 2014-SEPTEMBER 2014]

MARKETING INTERN/ ENTERTAINMENT ACCOUNT MANAGEMENT INTERN/ INTL BUYING INTERN

I was given the unique opportunity to intern in three separate departments in BCBGMAXAZRIAGROUP. The ability to be involved in three departments has given me the chance to experience and learn from separate functions of the same company and develop a strong and diverse set of skills.

Marketing Research Analyst

- Consistently updated data into CRM software to maintain up to date information on customers
- Executed presentations of competitors analysis of customer loyalty programs, email and advertising campaigns
- Conducted competitor research on CRM programs
- Brainstormed and created digital and email customer loyalty programs

Entertainment Account Management

- Translated client needs to department's objectives
- Created and presented strategy initiatives for VP of Public Relations and CMO
- Employed Events GPS software to coordinate client meetings and press previews
- Employed Fashion GPS software to track external and internal inventory

International Buying

- Identified and networked with proper influencers to represent brand's luxury international image
- Coordinated influencer needs with company's objectives
- Analyzed product selling patterns in European flagship stores to provide foundation for future forecasts

INTREPID PURSUITS LLC, Cambridge, MA: DIGITAL MARKETING INTERN

[MAY 2013-SEPTEMBER 2013]

- Supported director of marketing and project manager on market research projects simultaneously
- Brainstormed and executed digital marketing techniques to engage audience
- Created data sheets for market research
- Worked cross-functionally with UX/UI designers and software developers to create new feature on Timbre (company's product)
- Retained and grew social media audience on Facebook and Twitter by 34% and 40%, respectively

BANGS SHOES, Virtual: PUBLIC RELATIONS INTERN

[MAY 2013-SEPTEMBER 2013]

- Connected firm with PR outlets to promote BANGS and nonprofit partners
- Ensured company's objectives were aligned with that of PR outlets
- Collaborated with team to create online marketing campaigns to engage followers

LOOK ALLURE, Virtual: SOCIAL MEDIA INTERN

[JULY 2012-SEPTEMBER 2012]

- Promoted firm's iOS app and grew audience through social media platforms
- Beta tested iPhone app to ensure functionality prior to launch
- Drove growth of digital audience through social media engagement

LEADERSHIP & EXTRACURRICULAR

VICE PRESIDENT OF ACCOUNTS, BU ADVERTISING CLUB

[SEPTEMBER 2012-MAY 2014]

- Maintained and oversaw account teams simultaneously to ensure quality and timeliness
- Communicated with different clients for club projects
- Translated client needs to club project objectives

EVENTS COORDINATOR, BU MARKETING CLUB

[MAY 2012- DECEMBER 2014]

- Interacted and coordinated with marketing professionals to come speak during our meetings
- Worked with club's clients to help them meet their specific marketing objectives

BU FINANCE CLUB

[MAY 2012- PRESENT]

SKILLS

Professional: Customer relationship management, account management, digital marketing, extensive retail experience, advertising strategy

Technology: Basic knowledge in Python, HTML, SQL, full mastery of Microsoft Office Suite

Language: Full professional proficiency in Mandarin Chinese

Analytical: Google Analytics, Green Belt certified in Six Sigma, SWOT analysis, cluster analysis, qualitative/quantitative data analysis, case analysis

Leadership/Teamwork: relationship building, cross-functional teamwork, effective communication, emotional intelligence, team management

Interests: Gastronomy, exploring new cuisines, baking, oil painting, yoga, boxing, interior design