

ALICE Z. DING

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EDUCATION

Expected Dec 2014 **NEW YORK UNIVERSITY** **NEW YORK, NY**
Bachelor of Science
Major in Media, Culture and Communication; Minor in Business of Entertainment, Media and Technology
GPA: 3.56 (Dean's List 2012-2013)
Alpha Phi Omega (Community Service Fraternity)- Sectionals Committee Member

EXPERIENCE

Fall 2014 **MASLANSKY + PARTNERS** **NEW YORK, NY**
Research Intern

- Supporting Junior Language Specialists with their consulting projects by scoring and tallying focus group data, pointing out noticeable trends in language usage
- Researching clients and clients' competitors background information to prepare Language Specialists with their consulting projects
- Transcribing video and audio clips for the head of the project to analyze

Summer 2014 **AMERICAN RED CROSS- GREATER NEW YORK REGION** **NEW YORK, NY**
Social Media/Editorial Intern

- Managed Twitter and Facebook accounts for all three chapters within the Greater New York region
- Conducted inperson and phone interviews for creating website and blog content
- Drafted website and blog content based on interviews
- Helped to brainstorm potential employee engagement campaign

Summer 2013 **RHEOSENSE** **SAN RAMON, CA**
Marketing Assistant

- Created a social media marketing plan and presented to the senior management level
- Planned client appreciation evenings which took place in San Diego, CA and Boston, MA
- Executed the company's first educational seminar
- Managed social media profiles and used social media to promote the company's online presence, inclusive of composing monthly newsletters and drafting and updating weekly blog posts

Spring 2013 **RADIO FREE EUROPE/RADIO LIBERTY** **PRAGUE, CZECH REPUBLIC**
Research Assistant

- Managed and updated the team's social media outlets such as Twitter and the department's blog
- Maintained and updated database to provide broadcasters with the most current resources
- Researched and compiled weekly events happening around the world for the company's journalists

ADDITIONAL INFORMATION

- Languages: Native Fluency in Mandarin and English
- Proficient in CRM Tools, MS Excel, MS Word, MS PowerPoint
- Proficient in listening, tracking and analyzing metrics for social media marketing