**ALICE Z. DING**

231 2nd Ave Apt.4, New York, NY 10003

Alice.Ding@nyu.edu **~** (510) 396-7944

**EDUCATION**

Expected **NEW YORK UNIVERSITY NEW YORK, NY**

Dec 2014 **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