

# Josie Qiu Zhang

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1501 Maple Ave. Apt801, Evanston, IL60201

## EDUCATION

<b>Northwestern University, Medill School</b>	Evanston, IL
M.S. Integrated Marketing Communications, concentration in Data Analytics	09/2013 – 12/2014(expected)
GPA: 3.75/4.00 GMAT: 720/95%	
<b>Fudan University, School of Journalism</b>	Shanghai, China
B.A. Advertising, concentration in Digital Media and Marketing	09/2009 – 06/2013

## WORK EXPERIENCE

<b>Chrisad</b>	San Rafael, CA
<b>Marketing Research Intern</b>	06/2014 – 08/2014
<ul style="list-style-type: none"><li>Developed a dentist survey to analyze the demographic, psychographic and behavioral aspects that associate with office performance; authored and presented research findings to over 280 clients</li><li>Used SPSS to clean the database; identified and profiled three dentist segments and 9 patient segments; developed targeted marketing strategies and tactics for each segment</li><li>Based on Google Analytics, refined current web KPI metrics and developed digital marketing recommendations</li></ul>	
<b>Merkle Inc.</b>	Shanghai, China
<b>Marketing Campaign Analyst</b>	03/2013 – 08/2013
<ul style="list-style-type: none"><li>Converted DELL's business requirements into database queries and actionable marketing solutions</li><li>Implemented market segmentation and developed direct e-marketing campaigns in SAS Marketing Automation</li><li>Tracked campaign results; resolved issues and optimized the campaign management process</li></ul>	
<b>Pernod Ricard(China) Trade Co. Ltd,</b>	Shanghai, China
<b>Marketing Trainee for Absolut Vodka</b>	08/2012 – 11/ 2012
<ul style="list-style-type: none"><li>Assisted Brand Manager in event planning for the launch of Absolut Unique; communicated and coordinated with numerous agencies, vendors and the media; acted as event on-site coordinator</li><li>Created and implemented content strategy plans for the brand on social media with more than 60,000 audience</li><li>Oversaw marketing budget, performed monthly financial procedures including tracking billing materials</li></ul>	

## PROJECT EXPERIENCE

<b>josiezhang.com</b>	Evanston, IL
<b>Designer &amp; Web developer</b>	09/2014 – present
<ul style="list-style-type: none"><li>Designed and developed personal portfolio using HTML/CSS and javascript</li><li>Provide in-depth explanations of my skills and previous projects</li></ul>	
<b>Air Miles Canada</b>	Evanston, IL
<b>Data Analyst</b>	02/2014 – 03/2014
<ul style="list-style-type: none"><li>Processed customer level and transactional level customer data with over 50,000 observations in SAS and SQL</li><li>Identified key factors that were correlated to customer purchase behavior using multi-variant regression model</li><li>Conducted A/B testing to gauge the change in customer social media engagement before and after downloading Air Miles' Android app and measured the app's effectiveness</li><li>Performed text mining to draw insights on customer attitudes and behaviors on social media.</li></ul>	
<b>Back on My Feet(BoMF)</b>	Chicago, IL
<b>Pro Bono volunteer for Media Pitch</b>	02/2014 – 06/2014
<ul style="list-style-type: none"><li>Conducted in-depth interviews with BoMF resident members and volunteers to collect insights</li><li>Generated three new pitches to tell compelling stories about BoMF from different angles</li><li>Developed marketing content and tactics to create social buzz for the new pitches</li></ul>	
<b>L'Oreal Brandstorm competition   YUESAI</b>	Shanghai, China
<b>Product Marketing Manager</b>	12/2011 – 05/2012
<ul style="list-style-type: none"><li>Analyzed the skin-care and make-up market for young Chinese women aged 18-25 utilizing secondary research, questionnaire and in-depth interviews</li><li>Designed a sub-brand including brand concept, brand logo, main product line and product video</li><li>Developed a one-year marketing plan including strategies, campaigns and media plan</li><li>Won the 1st prize in National Final, Rank 1 / 238</li></ul>	

## SKILLS

Technical: SAS, SQL, SPSS, R, Microsoft Excel, Adobe Photoshop, Premiere, HTML, CSS, Javascript  
Language: Native speaker of Mandarin, full proficiency in English