



# Daniel Lang

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## EDUCATION

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### Tufts University

*Biopsychology, B.S.*

May 2017

**Relevant Coursework:** Entrepreneurial Marketing, HubSpot Inbound Marketing, Assistive Technology, Human Factors and Ergonomics, Web Programming, Data Structures, Statistics in Behavioral Psychology, Experimental Psychology

## EXPERIENCE

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### Arbour Hospital

*Mental Health Associate*

2015 – Present

- Provide emotional support to patients with mental illnesses and/or substance abuse problems.
- Monitor patients for physical health and safety, and respect patient confidentiality (HIPAA).
- Lead group programs and activities for patients to aid recovery.

### Tufts Cycling Team

*Webmaster*

2015 – Present

- Increased Instagram and Facebook followers by 10% every semester.
- Created a website that ranks #2 under Google search “Tufts Cycling” using SEO.
- Lead weekly team training rides and club rides for non-racers.

### ACG Boston

*Marketing Consultant (Internship)*

Spring 2017

- Developed new pricing strategy to increase gross revenue and learned to use HubSpot platform.
- Created a promotional video and four targeted buyer personas to improve lead generation.
- Delivered clear and actionable recommendations for increasing customer retention rate.

### Tufts Student Resources

*Assistant Appliance Manager*

2014 - 2017

- Improved logistics of moving operation to increase revenue by ~15% year over year.
- Coordinated fridge repair and resolved customer issues during the semester.
- Directed 40 workers to move and clean 250+ fridges within 2 days.

### Children’s Hospital, Waltham Clinic

*Product Designer*

Fall 2016

- Modified children’s electric car to meet accessibility needs of patients with Cerebral Palsy.
- Rewired the car with aux input to accept commonly used assistive control buttons.
- Developed user requirements and design input matrices to ensure an effective outcome.

## SKILLS

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**Marketing and Sales:** proficient with HubSpot platform, Salesforce, SEO, Forecasting, Strategic Planning

**Programming Languages:** proficient with HTML, Javascript, C++

**Software and Tools:** highly proficient with Illustrator, Photoshop, Excel, SPSS, proficient in 3D-printing, Qualtrics

**Languages:** master in English and Mandarin Chinese (fluent speaker)

## ACTIVITIES

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**Middle Eastern Dance - Official photographer**

2015 – Present

**Tufts Sharewood Project (Free Clinic) - Undergraduate Medical Volunteer**

2014 – 2016

**Tufts Brazil Club - Public Relations Officer/e-Board**

2013 – 2014

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**Certifications:** Hubspot Inbound Marketing, Nonviolent Crisis Intervention (CPI)