

HARPER HE

Syracuse, NY 13210 | +01 315-413-9375 | xhe128@syr.edu | [Portfolio Website](#) | [LinkedIn](#) | [GitHub](#)

EDUCATION

Syracuse University, Syracuse, NY

08/26/2018 – 05/06/2020

M.S. in **Business Analytics (STEM)**, OPT starts from 06/15/2020), Martin J. Whitman School of Management

- Merit Based Scholarship
- GPA: 3.9/4.0

Communication University of China, Beijing, China

09/01/2011 – 07/01/2015

B.A. in **New Media and Information Network**, Advertising School

- 3rd Prize CUC Scholarship
- GPA: 3.8/4.0

PROFESSIONAL EXPERIENCE

Iterate Labs, Boston, MA, US

02/20/2020 – Present

Brand Marketing Analyst

- Optimize and improve Iterate Labs webpage using Word Press
- Improve web presence through SEO, utilize Google Analytics to gather and track website metrics
- Manage social media strategy across channels, write creative copy for target audience

IBM China, Beijing, China

07/01/2019 – 08/23/2018

Product Marketing Strategy Specialist Intern

- Developed an event plan, communication strategy, timeline and budget for IBM Systems Innovation Forum
 - Over 500 clients and business partner attended the forum and the overall satisfaction NPS was 88
 - Over 1,5000 viewers watched the live streaming
- Observed and analyzed performance index, provided insights and recommendations for market activity decisions

Projects Abroad (UK) Ltd, Beijing, China

05/23/2017 – 07/31/2018

Content Creator

- Carried out researches, analyzed competitors and identified industry trends
 - Developed unique competitive advantage and promoted sales by 25.4%
- Created engaging content for social media, emails and other marketing materials
 - The number of followers on WeChat increased over 2,000 in 8 months
- Maintained and updated website: improved navigation and layout; analyzed data; created user-friendly content
 - The website traffic increased by 10.6%, bounce rate decreased by 11.5%
- Implemented SEO/SEM/SEA: defined keywords; analyzed metadata and optimized texts
 - The number of new visitors from Paid Search increased by 46.9%

Hylink Digital Solutions Co., Ltd., Beijing, China

09/15/2015 – 04/18/2017

Senior Account Executive

- Managed and conducted campaigns including new cars launch, motor shows and events
 - Cooperated with wemedia to write articles with more than 100,000 views for new cars promotion
- Participated in making HTML 5 interactive online games and vote, which gained more than 10,000 users.
- Operated Client (Lexus China) official Weibo and WeChat accounts
 - The number of followers on Weibo & WeChat increased over 170, 000 in 18 months
- Summarized and supervised media resources and offered constructive recommendations
 - The return of investment of media corporation increased by 7.3%

POSCO China, Beijing, China

04/08/2015 – 09/12/2015

Public Relations Executive

- Edited CSR report; collected and analyzed over 42 index statistics from 21 subsidiaries; the report was awarded an advanced report (4.5 star) rating by CASS, ranking 1st in the steel industry
- Organized company magazine & CSR Workshop, directors from 21 subsidiaries attended and reached a consensus
- Managed the shooting work of POSCO CHINA publicity film.

Publicis Groupe, Beijing, China

10/08/2014 – 01/10/2015

Digital Media Planner Intern

- Assist in digital media strategy development for top tier clients
- Monitor and assess ongoing campaign performance; assist in strategic analysis of campaign

SKILLS

- **Software Skills:** Excel (Certified), Microsoft Office, R, SQL, Python, Spark, Google Analytics, Tableau, Power BI, Google Ads, Word Press, SPSS, Weka
- **Language Skills:** English (Fluent), Chinese (Native)