

Jacqueline Zhang

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EDUCATION

Carnegie Mellon University | Tepper School of Business

Bachelor of Science in Business Administration and Statistics

Concentration: Business Analytics. Minor: Human-Computer Interaction.

GPA: 3.43/4.00 *Dean's List Fall 2019*

Pittsburgh, PA

May 2021

WORK EXPERIENCE

Audition Technology

Business and Market Analysis Intern

Pittsburgh, PA

Jan. 2019 – Aug. 2019

- Conducted customer discovery, market research, and competitive analysis to create pricing strategy and sales projection.
- Co-authored paper for International Telecommunication Union conference outlining features of product software application.

Pack Up + Go

Travel Operations Summer Analyst

Pittsburgh, PA

May 2019 – Aug. 2019

- Built database of client referrals, after cleaning and formatting data, to determine traveling patterns for Pack Up + Go CEO.
- Reviewed post-trip surveys to interpret user feedback and reported weekly customer experience trends during team meetings.

AE Dreams

Product Management Intern

Pittsburgh, PA

April 2018 – Aug. 2018

- Researched and analyzed tech toy industry, projected growth opportunities, and created business plan for AE Dreams CEOs.
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PROJECTS

Designing for Engagement

Pittsburgh, PA

Independent Study

Aug. 2019 – Dec. 2019

- Derived design guidelines and recommendations for Philips Respironics by reviewing literature and current products details.
- Explored user experience implications with gamification, personal informatics, and customization for long-term engagement.

Upcycled Growth Using Internet of Things

Independent Study

Pittsburgh, PA

Aug. 2019 – Dec. 2019

- Investigated IoT applications with visual data from 10 households through coding groups and analytical memoing in Atlas.ti.
 - Evaluated needs and opportunities in upcycling everyday objects with computing capabilities to synthesize findings in paper.
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LEADERSHIP EXPERIENCE

Carnegie Mellon Business Association

President

Pittsburgh, PA

May 2019 – Present

- Collaborate with board of 7 officers to define general membership programming and communicate planned event features.
- Restructured organization's brand using Canva.com, Photoshop, and Weebly, which doubled Facebook likes in 3 months.

American Marketing Association

President

Pittsburgh, PA

May 2019 – Present

- Enlisted board of 12 officers to promote InDesign, Wireframe XD, and Creative Cloud workshops as Adobe Ambassadors.
- Produced marketing and competitor analysis in AMA's national case competition to improve Wall Street Journal brand.
- Assessed ComYoot branding strategy and recommended 5 approaches to college campus promotion in consulting committee.

Moneythink

President

Pittsburgh, PA

May 2019 – Present

- Recruited and manage board of 9 officers to restructure teaching curriculum and motivate higher membership involvement.
- Develop marketing content for recruitment of 20 new mentors and promotion of annual hackathon event yielding 3 sponsors.

Alpha Chi Omega Sorority

Vice President of Finance

Pittsburgh, PA

Dec. 2017 – Jan. 2019

- Balanced budget of \$350K and created allocation for fiscal year according to predicted membership and historical expenses.
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SKILLS AND INTERESTS

Skills and Languages:

R, SQL, Tableau, Python, Java, Microsoft Office, HTML, CSS, InVision, Adobe Creative Cloud.

Personal Interests:

Alpha Phi Omega Service Fraternity, Swimming, Hiking, Art Museums and Galleries, Reading.