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0000000@00.com•US:0000000000• China: 00000000000 •LinkedIn: www.linkedin.com/in/tianfengsun

**EDUCATION**

**Johns Hopkins Carey Business School; Baltimore, MD**  August 2015

Master of Marketing Candidate

**Boston University School of Management; Boston, MA**  January 2014

Bachelor of Science in Business Administration (Finance and Marketing)

Concentration GPA: 3.4**|**Dean’s List (2012)

**Academic Team Projects**

*Brand Audit Project using ZMAT*February -May 2012

* Discovered significant insights from consumer interviews for the brand Irving Oil; write up an A-level case with specific advice regarding repositioning the brand and building more effective brand image

**EXPERIENCE**

**The Continental Realty Corporation; Baltimore, MD**April 2015 – Present

*Marketing Intern*

* Keep high client and customer engagement on company's Facebook and LinkedIn accounts
* Market company's available leads through digital media channels
* Promote in-house university and company culture through multiple marketing channels

**Nuage Investment Realty, LLC; Newton, MA**February 2014 – June 2014

*Research and Marketing Associate*

* Rebuilt website and redesigned name cards to help with company's re-branding process
* Designed event posters and prepare for company's anniversary client social
* Designed exhibition booth for our company in the Overseas Property and Immigration Expo in Beijing, China in July
* Reached out to potential customers and partners in China

**Societe Generale Commercial Banking Branch; Shanghai, China** June-August 2013

*Research Intern at Multinational Corporations Team*

* Created and presented pipeline reports for Multinational Corps Team on a weekly basis
* Executed due diligence researches on clients by analyzing their credit proposals and transaction history
* Increased customer satisfaction rate for the bank by following up with Trade Finance clients

**Sinoway Education Group Limited; Boston, MA** October 2011-June 2013

*Part-time Regional Marketing Representative*

* Increased the number of Boston University students in the summer school program by more than 50% through marketing efforts on social media, printed ads, and interpersonal communication

**The Omerta Group; London, the United Kingdom**June-August 2012

*Executive Research Intern*

* Researched potential candidates for banks such as Goldman Sachs and Llyods through Bloomberg and LinkedIn, updated their information into Visio structure chart
* Optimized filing process of candidates byintegrating candidate information into a redesignedExcel model

**LEADERSHIP**

**Boston Wenzhounese Students and Scholars Association;Boston, MA**October 2011-October 2014

*President*

* Facilitatedmonthly meetings forover 80students from Wenzhou, China from Boston area Universities, to help improve communication, foster information exchange, and offer recreational activitiesto members

**SKILLS**

Computer: Proficient inSPSS,Photoshop basics, WordPress, and MS Word, Excel, and PowerPoint

Language: Proficient in English andMandarin

**INTERESTS**

Scenic photography, downhillsnowboarding, and drumming