

Xuting Zhang

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EDUCATION

OTTAWA UNIVERSITY BUSINESS WITH MARKETING PROGRAM

Canada, Ottawa | Sep 2013- June 2017
Telfer School of Management

- Human Resource Management
- Management Information Systems
- Consumer Behaviour
- Services Marketing
- Market Research
- Advertising and Sales Promotion Management
- Marketing Strategy
- Promotional Planning Practicum
- Business Communication Skills

BEIJING CONCORD COLLEGE OF SINO-CANADA

HIGH SCHOOL IN BEIJING
China, Beijing | Feb 2010- July 2012

- Graduated with a mark of 92%.
- Focused on business related courses
- Participated in many mathematical competitions

SKILLS

- Office.
- \LaTeX
- Excellent English Writing.

LANGUAGE

- Chinese - Native language.
- English - 10 years fluency.

WORK EXPERIENCE

CINSOS CONSULTING CORPORATION CORE TEAM MEMBER

Jul 2019 - Aug 2019 | Beijing, China
Industrial Real Estate Positioning Project

- Collect and sort target city's macro environment, industrial development and second-hand information
- Do 100 groups of enterprises with field research, and make sure customers' real needs about plant
- Research 6 industrial parks (Competitors) to learn about their marketing strategy
- Write the research report and assist the client to make positioning decision

S&P CONSULTING LTD. PROJECT MANAGER

Nov 2018 - Jul 2019 | Beijing, China

- Conduct team members to complete the consulting project service, and formulate the schedule to control the project progress
- Do research with important segment, communicate with customers about progress and short-term results in time, and ensure to carry out the project smoothly
- Build the project reporting framework and control the overall logic, and report to clients
- Cooperate with BD manager to write proposals and research plans, etc. Completed more than 20 projects about market entry and competitor research, including FMCG, real estate, new energy and many other industries.

S&P CONSULTING LTD. ANALYST

Aug 2017 - Nov 2018 | Beijing, China

- Collect and sort related industry data, policies and other second-hand information, acquaint with the current market situation and development trend
- Acquire relevant information of target companies by telephone interview or field research, and provide support for making conclusions
- Organize research data and information, and summarize market research reports with project manager

CRTC MICHEL CLOUTIER PROJECT

Sep 2016 - Jul 2017 | Ottawa, Canada

- Do the primary research (online questionnaire) and secondary research
- Write the relative report according to the market research
- Find the issues and present strategic recommendations to CRTC's Chairman and managers

AWARDS

2016.12 CRTC's semi-final presentation and win the top 3