YE ZHENG

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EDUCATION

Rutgers, The State University of New Jersey, Rutgers Business School | New Brunswick, NJ   Aug 2019 - May 2023

Bachelor of Science, Marketing and Business Analytics and Information Technology   GPA: 3.492/4.0

- **Honors:** Dean's List (Spring 2020, Fall 2020, Spring 2021, Spring 2022)
- **Relevant Coursework:** Large Scale Data Analysis, Marketing Strategy & Decision Making, Marketing Analytics, Statistical Methods in Business   • **Activities:** Manager/performer in The Hanged Man rock band, public relations for the Chinese Students and Scholars Association

PROFESSIONAL EXPERIENCE

Yrean | Founder & CEO | New Brunswick, NJ   Aug 2023 - Present

- Researched emerging trends in stress management products among millennials and Gen Z on social platforms. Used Python and Google Analytics to analyze social media interactions, consumer purchase patterns, and website traffic to refine Yrean's digital marketing approach, contributing to a significant increase in online engagement and a revenue increase of 46%.
- Negotiated with over 30 suppliers to streamline the supply chain, achieving a 21% reduction in lead time and 7% cost savings in logistics. Optimized inventory management by minimizing surplus stock and enhancing capital turnover.
- Established a data reporting system to regularly analyze and evaluate key performance indicators, ensuring the company's continual innovation and progress in the competitive e-commerce sector, and managed one assistant.

Wedding Salon | Marketing Intern | New York, NY   Sep 2022 - Dec 2022

- Led electronic direct mail campaigns, successfully attracting over 50 wedding vendors and enhancing B2B partnerships for an event planning and bridal showcase company.
- Drove B2B and B2C engagement in CRM campaigns through targeted, data-driven strategies, significantly boosting customer interaction and response rates.
- Collaborated with a 5-member team to plan and execute a high-profile bridal exhibition, coordinating with 30+ vendors and leading to a 23% growth in brand recognition and increase in post-event inquiries.

Julius Influencer Marketing | Product Management Intern | New York, NY   Jul 2021 - Aug 2021

- Led a research project to support the expansion plan of an influencer management and campaign tracking platform company. Analyzed over 15 key engagement metrics across international social media platforms like Weibo and Xiaohongshu to inform the expansion strategy. This research was pivotal in refining the platform's features and devising a robust marketing plan.
- Managed the migration of 1,000 pieces of data for over 100 Julius clients into a revamped CRM system, which significantly streamlined campaign tracking and client communication, leading to a 32% improvement in data retrieval efficiency.
- Led a 7-person team to conduct influencer marketing research and successfully promoted Julius's platform to over 50 clients.

STUDENT PROJECTS

Johnson & Johnson 2022 Case Competition   Spring 2022

- Led a team of 6 students in data collection, analysis, and strategy development. Conducted SWOT and competitor analysis to develop a strategy for a new product and determined pricing, supply chain, and marketing strategy.
- Proposed an innovative emotional marketing tactic to improve brand awareness based on data insights and performance, which involved targeted digital campaigns and strategic partnerships. This approach resulted in a simulated 20% increase in product adoption within the target demographic.

CeraVe Business Plan, Consumer Behavior Class, Rutgers Business School   Fall 2021

- Led a 5-student team in developing a market entry strategy for CeraVe's new skincare line targeting American youth. Conducted surveys with 200+ college students and focus groups to define customer needs, resulting in a unique selling proposition for the 1826 age demographic. Our analysis included product features and positioning, contributing to a tailored launch plan.
- Tracked specific search trends, such as "organic skincare" and "acne solutions", among the 18-24 age demographic, coupled with SPSS analysis of website navigation patterns and purchase data, revealing key insights into consumer behavior and preferences in the skincare market.

- Crafted an innovative content marketing strategy, focusing on digital storytelling and user engagement to enhance brand visibility and product awareness. Proposed a mix of educational and interactive content to establish CeraVe as a thought leader in skincare.

SKILLS

- **Software:** Microsoft Office Suite, R, Python, SQL, Tableau, Google Analytics
- **Languages:** Mandarin Chinese (Native Fluency), English (Working Proficiency)