

XIN DUAN

888 Main Street Roosevelt Island, New York, NY 10044

646-509-6261

duanxiaoxin3128@hotmail.com

EDUCATION

- 2013-2014 **Fordham University** Graduate School of Business New York, NY
 M.S. in Marketing Intelligence, GPA 3.6
 Volunteer, Fordham Marketing Association
 Qualitative Marketing Research, Consumer Behavior, Data Analysis, Experimental Design
- 2009-2013 **Shanghai Institute of Technology** Shanghai, China
 B.S. in Marketing, GPA 3.4
 • Academic Scholarship in Thomson River University, Canada, Third Prize
 • Academic Scholarship in Shanghai Institute of Technology, Third Prize
 • Best Contributor to Campus Life, Excellent Student Leader
 • Volunteer Work, Student Union, Student Society for Commercial Activities

EXPERIENCE

- 2014 **Bomoda** New York, NY
 Intern, Marketing Associate
 • Collaborate with Marketing Director to expand market share by 15% in China
 • Conduct marketing research to reveal Chinese customers insights and preferences toward Luxury brand
 • Analyze survey data to deliver recommendations for actions to improve customer service
 • Provide advice to optimize website design and product categories and generate 20% worth of traffic in the first quarter
- 2012 **CITIBANK, Shanghai Branch** Shanghai, China
 Intern, Marketing Associate
 • Responsible for the introduction of financial products to retail bank customers
 • Handled front line customer in queries to ensure questions were answered
 • Attended two week new hire training program that included data collection and customer service
- 2012 **RUN ZHI TONG INVESTMENT COMPANY LTD** Beijing, China
 Intern
 • Responsible for duties as assistant in mining investment company in Inner Mongolia Autonomous Region
 • Served as contact point person and updated quoted price daily
 • Negotiated purchasing price with buyers and sellers and saved half a million RMB for 2012 financial budget
- 2011 **China Construction Bank, Linfen Branch, Shanxi Province** Linfen, China
 Intern, Marketing Group
 • Promoted financial products to retail banking customers
 • Conducted field investigation and identified target customers for financial products
 • Ensure promotional materials were suitable and properly advertised, such as billboard
 • Collected customer feedback to ensure information was delivered to supervisors

ADDITIONAL

- Fluent in Mandarin and English

- Proficient in Word, Excel, Access, PowerPoint
- Interests: basketball, swimming
- Proficient in SPSS software, SQL and SAS