

# QIANG ZHANG

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## EDUCATION

MICHIGAN STATE UNIVERSITY - M.A. in Advertising (GPA: 3.9)

2012.08 – 2014.05

## PROFESSIONAL EXPERIENCE

### **DTN MANAGEMENT CO. — INTERNATIONAL PROGRAM ASSISTANT**

LANSING, MICHIGAN

2013.06 – Present

- Built a new social media page, and acquired over 1200 followers via coordinating campaigns & updates;
- Composed & designed marketing materials, which have been used as design protocols;
- Responsible for generating over 30% of revenue for international team of DTN;
- In charge of video shooting and production for international market;
- Planned & implemented events for international students, and reached over 600 potential customers so far;
- Drove sales by developing lasting customer relationships via WeChat, Renren, and QQ;
- Assisted with promotional budget and quoted promotional items.

### **ENMAZE PICTURES LLC — SOCIAL MEDIA INTERN**

2014.10 – Present

NEW YORK CITY, NEW YORK

- Maintained official Facebook Page on a daily basis;
- Selected appropriate contents for online posts, and developed Facebook Page reports;
- Wrote press release and filmed photography for Short Film Tour (Chicago).

### **LEIF — GRAPHIC DESIGNER**

OKEMOS, MICHIGAN

2014.06 – Present

- Created marketing materials and ads for branding and trade show promotion.

### **JOBBOOK — MARKETING INTERN**

QUEBEC, CANADA

2014.01 – 2014.04

- Engaged target audiences through Facebook, Twitter, Google+, LinkedIn, and WordPress;
- Provided topics for official blog.

### **GREATER LANSING HOUSING COALITION — MARKETING INTERN**

LANSING, MICHIGAN

2013.03 – 2013.05

- Provided assistance for fundraising and outreach efforts for Raise The Roof;
- In charge of graphic design for invitations, posters, and tickets.

### **SOUTHERN YANGTZE UNIVERSITY DESIGN COMMUNICATION GROUP — INTERN**

WUXI, CHINA

2010-2011

- Thoroughly conducted market research and qualitative analysis by utilizing different databases;
- Served as a project team leader by coordinating discussion and presenting findings;
- Worked on Business Model Innovation and Activity Planning - Antique Festival;

## SKILLS

Adobe Creative Suite; Adobe Audition; Final Cut Pro; MS Office Suite; SPSS; Google Analytics; Hootsuite; Yardi; Photography; Sketching; Chinese Painting; Watercolor Painting; New Media Professional; Activity Host; Radio Anchor (News & Music); Freelance Graphic Designer