

Shujin Zhou

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PROFILE

- Experienced in business operations, staff leadership, sales, marketing, inventory management, problem resolution, communication, documentation, strategic planning and organizational collaboration.
- Highly motivated team player with strengths in communication and developing interpersonal relationships.
- Excellent planning, organization, time management and decision-making skills.

EXPERIENCE

Digital Marketing Intern, ORWO North America, New York Mar 2012-Present

- Responsible for the content marketing of ORWO North America in Facebook, twitter and other social media platforms.
- Conduct media and customer analysis to maximize effectiveness of digital marketing.
- Develop and provide social platform in China to explored the Chinese market for ORWO.

Founder, Creative Agency, Chengdu City, China 2012-2014

- Responsible for all business operations, including sales, marketing, advertising, business development, strategic planning and HR.
- Developed and provided comprehensive and strategic business plans to entrepreneurs.
- Conducted media analysis and detailed research into markets, demographics, and targeted economic sectors to maximize effectiveness of client plans.

Founder, Campus Board Games, Chengdu City, China 2011-2014

- Collaborated with campus milk tea shops to provide board game services to patrons.
- Became profitable within first month of operation and grew business to include seven locations

Marketing Intern, Jiangxi Yonghui Forage Company, Fuzhou City, China 2013

- Documented and managed client data and collaborated with staff on promotional campaigns.
- Acquired over 100 new customers within four months and won status of Best Seller for closing more than 700 sales within the second month.

Marketing Intern, Industrial and Commercial Bank of China, Fuzhou City, China 2012

- Marketed and sold bank financial products and services to prospective clients, including new online items.
- Successfully identified and corrected flaws in marketing strategies, achieving 2.8% sales increase.

Credit and Loans Intern, Industrial and Commercial Bank of China, Fuzhou City, China 2011

- Collaborated with colleagues on asset evaluation and customer documentation.



EDUCATION

New York University: MS, Integrated Marketing (GPA: 3.5).

2014-2016

Southwest Jiaotong University (China): BA, Business English (GPA: 3.5).

2010-2014

MISCELLANEOUS

Languages: Chinese (native), English (fluent), French (basic).

PC Skills & Software: Microsoft Office, SPSS, Photoshop.