

KIKI ZHENG

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EDUCATION

MA in Integrated Marketing Communication

Emerson College, Boston, MA

2011-2013

BA in Advertising and Public Relations

Hong Kong Baptist University, HK

2007-2011

RELEVANT EXPERIENCE

Sales Associate

Burberrv. New York. NY

November, 2013-May,2013

- Communicated product knowledge and provided style guides to customers
- Provided superior customer service and maintained strong client relationship
- Implemented promotion strategies and digital devices to meet sales goals and increase brand awareness

Marketing Specialist

Chinese Consulate, New York, NY

New York Service Center

August, 2013-October, 2013

- Executed digital marketing strategies through micro-blogging and social network such as RenRen and WeChat to promote consulate services
- Aided in language translation for degree certifications and transcripts

Search Marketing Intern

AMP Agency, Boston, MA

Integrated Digital Marketing & Full Service Agency

October, 2012-May, 2013

- Managed benchmarking forecast for major clients, Hasbro, Boston Globe and Mikimoto, to aid search planners optimize budget allocation across search keywords and campaigns
- Conducted mid-campaign evaluation of search keywords on Google Ad Words to optimize budget towards best performing keywords
- Developed and pitched organic and paid search marketing strategies to major client, Hasbro to address state of declining industry sales for the tech savvy millennial generation
- Implemented organic SEO on Bing for all branches of client, Providence Bank

Social Media Intern

Influencers@, Boston, MA

Social Media Marketing Firm

November, 2011-February, 2012

- Led research for 50 university organizations for client, Google+, to help drive brand awareness and user sign ups in Boston, New York and San Francisco markets
- Promoted Google+ by establishing partnerships with different universities and campuses within the New England region

Events Planning Intern

Blue Focus, Shenzhen, CH

Public Relations Consulting Firm

June, 2010-August, 2010

- Planned and organized the annual fashion show for client, EEKA FASHION to promote brand awareness
- Conducted industry research and created materials for new business opportunities & pitches
- Managed client appointments, wrote press releases and pitched to several newspapers about annual news conference event

SKILLS AND AFFILIATION

- Microsoft Office, Google Adwords, Search Engine Center, Adobe Photoshop, SPSS, Alexa, Bing
- **Language:** English, Mandarin, Cantonese