

## Xi Han

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### EDUCATION:

**Frank G. Zarb School of Business, Hofstra University**  
MBA in Marketing

**New York**  
05/2014

**Zhejiang Gongshang University**  
Bachelor of Business in Insurance

**China**  
06/2012

### PROJECTS:

- **IKEA:** Marketing strategy for IKEA. Analyzed current retail position and organizational structure. Recommendations included company culture, new ways to enter new markets and creating positive image.
- **Micromatic:** Team Leader for a management project. Managed company for a period of several sessions, making a variety of marketing, production and financial decisions. Use limited information and past reports to develop forecasts of future performance, led management team in developing a variety of marketing, production, and financial decisions. Forecasted future performance to maximize long-term profits.

### WORK EXPERIENCE

**KaedeNYC - New York, NY.**

06/2014 – Present

Social Media and Marketing Intern

- Edit and update routine promotional contents on Facebook, Blog, Instagram and Twitter.
- Create an event of Scavenger Hunt and finalize its details to promote the company in the Greater New York area.
- Develop marketing strategies of brand promotional summer campaigns.

**Universal Processing LLC - New York, NY.**

04/2014 – 06/2014

Merchant Consultant

- Assist in welcoming new retailers and assist with system development.
- Assist with overall management responsibilities for Company database.
- Analysis merchant statement.

**Abercrombie & Fitch, Inc - Shanghai, China.**

06/2012-08/2012

Sales Associate (Model)

- Assisted customers with purchase.
- Organized shelves and displays, greet customers, and operate cash registers.

**2010 Shanghai World Expo - Shanghai, China.**

03/2010-06/2010

Director Assistant

- Coordinate details for special guests for opening ceremony
- On-site attendance and management of group lunches and events
- Assist 300 people performance team with training

