

# Michael X. Liu

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## Objectives

Seeking an Email Marketing position where I can use my marketing analytical skills to provide added value to your company. Strengths include: Email target segmentation, familiarity with CAN-SPAM, understanding of analyzing email performance metrics & KPIs, and good understanding of Multiple ESPs. Post graduated MBA Marketing candidate with a passion in Sports and email marketing areas.

## Skills

- **Computer Skills:** Microsoft Office, Google AdWords & Google Analytics, MailChimp , HTML&CSS, WordPress, and basic understanding of Photoshop & Dreamweaver,
- **Language Skills:** Bilingual proficiency between Mandarin Chinese and English.

## Education

05/2014 | Frank G. Zarb School of Business, Hofstra University,  
Master of Business Administration in Marketing; GPA: 3.66

- Hofstra MBA/MS Marketing Association

05/2012 | Xi'an International Studies University, Shaan Xi, China  
Bachelor of International Business

- Chairman of the Sports Union Department

## Experience

04/2014 | 10/2014, Social Media & Email Marketing Intern

CareerTu, New York, New York

- **Email Marketing:** Created, managed interesting content by studying users behavior and generated email campaign & newsletters with web designers to influence subscribers via MailChimp , Coordinated with advertisers to receive HTML/image assets, and imported into campaign production tools.
- **Fan building:** Based on achieving specific ROI objectives, maintain, monitor and lead marketing strategies carried out in different social media platforms to improve quality fans and subscribers, contribute to start up's user acquisition.



### 01/2013 | 09/2013, Sports Video Analyst Intern

Krossover Intelligence, New York, New York

- **Game Analysis:** Analyzed basketball, Football and lacrosse players' performance in college level games, provided detailed quality analysis to the coaches.
- **Post-Game Report Production:** Created a shot chart that included: shot made, shot missed, rebounds, fouls and free throws for a minimum of 10 players each game. Results were used to formulate forecast for future games.

### 06/2013 | 07/2013, Online Marketing Intern

ClassWish.org, New York, New York

- **Target Market Segmentation:** Utilized Microsoft Excel to generate and summarize MLB, NBA, NHL and NFL's team contacts. Promoted ClassWish's donation plan with organizations through Twitter.
- **Email Newsletter Testing:** Used A/B to measure the effectiveness of different Email copy and imagery combinations with graphic design teammates, optimizing all campaigns to maximize open and conversion rates.

### 10/2012 | 01/2013, Marketing Department Intern

TheCelebrityCafe.com, New York, New York

- Promoted sweepstakes and ads on company's network and 20+ websites. Assisted in digital marketing strategy and social media campaigns; monitored, tracked and reported on paid search metrics such as Google Analytics.