

Chuqiao Cheng

3001 S. King Drive, Apt. 1617, Chicago, IL 60616 * (312) 285-8255

ccheng21@hawk.iit.edu

OBJECTIVE: Seeking an internship that will utilize my marketing experience, organizational behavior knowledge as well as analytical, planning, research and communication skills.

EDUCATION

Illinois Institute of Technology, Stuart School of Business <i>Masters of Science in Marketing Analytics and Communication</i> Concentration: Marketing Analytics	Chicago, IL	Expected Jun. 2014
Beijing International studies University <i>Bachelor Degree in Marketing</i>	Beijing, China	Sept. 2008- Jun. 2012

INTERSHIP

Chicago Chinese Culture Institute, Inc. • Assisted in social network marketing for the Art Institute of Chicago on Weibo	Chicago, IL	Sept. 2013- Present
Grand Ocean, Inc. <i>Planning Department</i> • Posted promotion information on Weixin Platform and interacted with followers • Increased 30,000 followers on Weibo by Starting up three incentivized activities.	Chongqing, China	June 2013- Aug. 2013
Tobacco Monopoly Company <i>Customer Service Department</i> • Tracked and recorded the cigarettes sales data • Involved in publicity of the new varieties of cigarettes • Conveyed the policies and sales targets to the clients, and collected feedbacks from the clients	Chongqing, China	Sept. 2011- Oct. 2011
CTS MICE Service Co., Ltd <i>Marketing & Event Department</i> • Assisted in proofreading of information, copy writing and events planning, etc	Beijing, China	Mar. 2011- Apr. 2011

ACADEMIC EXPERIENCE

Market Research

• The impact of counterfeit goods on online purchases	Chicago, IL	Nov. 2012
• Survey on MicroBlog Users among Undergraduate Students	Beijing, China	May 2011
• Investigation Report on Consumer Market of Mobile Phones	Beijing, China	Dec. 2010

Marketing Practice

• Achieved a return of 70% in a marketing project: with the sum of RMB 1,000 as start-up capital, established a “company” named “LOHAS”, mainly selling the daily necessities and fruits to current college students	Beijing, China	Nov. 2009- Dec.2009
--	----------------	---------------------

SKILLS

Computer: Photoshop, SPSS, Microsoft Word, Excel, Access, PowerPoint;

Language: Chinese, English