Michael X. Liu

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PROFILE

MBA Marketing candidate with a passion in sports and social media marketing and practical experience through internships in these areas. Strengths include: social media and advertising strategies, sports video analysis, marketing research, and good understanding of Multiple Web Browsers. Seeking a Marketing Internship or entry level job position where I can use my business analytical skills to provide added value to a company.

EDUCATION

Frank G. Zarb School of Business, Hofstra University, Hempstead, NY   May 2014

Master of Business Administration in Marketing; GPA：3.5

- Hofstra MBA/MS Marketing Association
- Hofstra American Marketing Association

Xi'an International Studies University, School of Business, Shaan Xi, China   Jun 2012

Bachelor's Degree in International Business

- Chairman of the Sports Union Department in Xi'an International Studies University

WORK EXPERIENCE

Krossover Intelligence, New York, New York

Sports Analyst Intern   Jan 2013 – Sep 2013

- Analyzed basketball and lacrosse players' performance in college level games, provided detailed quality analysis to the coaches.
- 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

ClassWish.org, New York, New York

Sports Marketing Intern   June 2013 – July 2013

- Utilized Microsoft Excel to generate and summarize MLB, NBA, NHL and NFL's team contacts. Promoted ClassWish's donation plan with organizations through Twitter.
- Pitched potential companies for sponsorship and created PowerPoint presentations that were used for pitching company sponsorship.

TheCelebrityCafe.com, New York, New York

Marketing Department- Intern   Oct 2012 – Jan 2013

- 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, Ad words and SEO campaign

MARKETING PROJECTS

Macy's, New York, New York

Quadrant Analysis Designer   Sep 2012

- Used Qualtrics to design a quality survey for consumers at various Macy's locations. Interviewed 30 customers to access their shopping experience. Analyzed the survey results to compute means of importance and performance, utilized SPSS to create a quadrant chart, and then developed marketing strategy for Macy's.

NBA Store, New York, New York

Lead Analyst   Oct 2012 - Nov 2012

- Independently initiate a project on the NBA Store consumer behavior by creating questionnaires interviewing 20 customers.
- Examined the important meanings that consumers associate with purchased NBA products e.g. jerseys, caps, accessories and researched ACV -Attributes (A)   Consequences (C)   Values (V)

SKILLS

- **Computer Skills**: Microsoft Office, Google Analytics, Google AdWords, SPSS, Marketing Plan Pro, Qualtrics and SQL.
- **Language**: Mandarin Chinese, English and familiarity with French