

Mai Shi

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EXPERIENCE

Estee Lauder, New York, NY

September 2012 – Present

Business Consultant

- Manage the large in-store marketing application launch - Clinique Skin Care Diagnostic, Clinique for Men, and Foundation Finder on 5,000+ iPads in 35 countries. These marketing apps allow clients to customize their skin care and make-up routine and have resulted in a 3% sales lift
- Acted as the central figure of Global marketing, Global Education, GIS, Creative team, Online team and 5 teams of business and regional project managers throughout NA, APAC, UK, and EMEA to globally deploy the application rollout and software cutover process using project management Agile model method
- Define and document business requirements, business process flows and diagrams; Research and prioritize user requirements and functional requirements to obtain sign-off from business owners. Monitor any application change requests related to the project timelines to ensure the deliverables and deadlines are met
- Manage the content management system for the application and User Acceptance Testing process throughout 35 countries. Identify and solve application issues by maintaining strong communication with developers and QA team.
- Facilitate client teams to consensus-driven solutions by fleshing out all of the complexities and intricacies of a project, working with the technical lead to determine the scheduling and distribution of development, creating and running a comprehensive testing strategy, new user training and post implementation support.

Morgen Evan & Company, Manhattan, NY

April 2011 – September 2011

Marketing Analyst

- Managed and executed multi-dimensional digital marketing strategies for client JAM Fashion Group to coordinate Nicole Miller, Alexander Wang, Tracy Reese brands' backstage for 2013 New York Mercedes-Benz Fashion Week runway shows
- Conducted a comprehensive luxury menswear industry research about pricing analysis, budget control, flagship store location for client's business development roadmap in Asia market
- Interacted as the strategic and planning lead for client services/account teams, communicating and advocating effectively to clients and prospective clients, managing direct reports
- Prepared teaser documents, industry and company profiles and pitch books and assisted in management meeting of clients and prospects, and participated in the transaction execution process
- Coordinated with the New York State Department of Economic Development and the Council of Fashion Designers of America (CFDA) to organize designers' business meeting in Shanghai

Overseataleents.com, LLC, New York

September 2010 – January 2011

Marketing Analyst

- Led 30 marketing representatives to implement a digital marketing plan and social media calendar targeted on various regional publics of email, Facebook, Renren; assisted in management meetings of clients and prospects for this startup
- Served as the chief editor for the company's website, responsible for materials selection, editing and career information updating for seven industries and using iContact to design a weekly newsletter on economic trends of finance industry
- Discovering/introducing emerging platforms, technologies and opportunities for consumers to interact with to enhance their value within their journey

Ruder Finn Public Relations Consulting Limited, China

April 2009 – November 2009

Account Assistant

- Conducted National Cotton Council of America (NCCA) digital marketing plans, assisted in designing NCCA's official website, created a wide range of fashion features and news-letters
- Managed a budget of \$1K to organize a digital promotion event with a famous fashion website, increasing 800 visitors for the client's website daily, and evaluated the promotion results by providing analysis reports
- Created the national media database for the NCCA according to the client's business and target audience
- Engaged in development of a crisis management plan and scenario response strategies for GuangZhou Metro

Southern Metropolis Daily, China

January 2009 – June 2009

Journalist

- Published 150 works on the 10 million circulation newspaper, reported issues of H1N1 Flu, Political Consultative Conference, and new medical reforms; 50 works on the front page, three exclusive reports were reprinted by 28 websites
- Wrote and analyzed annual Corporate Social Responsibility (CSR) report for Southern Weekend

EDUCATION

University of Florida, Gainesville, FL

August 2010 – May 2012

Master of Arts: *Major in Public Relations; Minor in Business; GPA 3.7*

Wuhan University, China

September 2006 – June 2010

Bachelor of Arts: *Major in Journalism; GPA 3.7*

LEADERSHIP

Research Leader

- Conducted research "Corporate Social Responsibility of Fortune 500 companies' websites" and won \$1K financial support from government and Public Relations Advisory Council Board

President of Public Relations department in Student Government

- Led 100 team members to fundraise \$3K to implement “Campus Hero Competition” and attracted 5,000 participants

SKILLS

- Proficient in Agile Project Management Method, SQL, JAVA, PHP, HTML5, CSS Language, JIRA, SPSS, Adobe Dream Weaver CS 5, Photoshop, Indesign, Adobe Flash, Microsoft Outlook, Excel, Word, Photography and Television production.
- Fluent in Mandarin and Cantonese.