

Tiantian Chao

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Education

Boston University School of Management: Boston, MA

January 2014

Bachelor of Science in Business Administration

Concentration in Finance and Marketing

Relevant Coursework: Consumer Behavior, Marketing Research, Communication and Digital Marketing Strategy, Branding, Real Estate Finance, Corporate Financial Management, Investment Analysis and Portfolio Management

School Activity: Marketing Club, Fashion&Retail Club, Piano Club, International Investment Club, International Students Club

Experience

Sytocam: New York, United States

March – Present

Marketing Intern

- Manage social media pages and accounts to build strong Sytocam communities across several platforms
- Maintain relationship with Sytocam's partners and ambassadors by posting their materials, checking in with their needs, and taking feedback

Paul Evans: New York, United States

Feb – Present

Marketing/PR Intern

- Develop online presence and engage with consumers via social media channels
- Contact and build relationship with high-end Chinese retailers and fashion bloggers in order to increase brand awareness in China
- Take ownership of BrandBoom account, a B2B e-commerce and wholesale platform by creating and maintain inventory and images within the database.

Deloitte & Touche Tohmatsu Limited: Shanghai, China

July – August 2013

Audit Intern

- Organized company documents such as tax bills, income statements, and balance sheets
- Verified and corrected company accounts using Deloitte's in-house software program

Shanghai Media Group: Shanghai, China

Dec – Jan 2013

International Channel Shanghai Intern

- Collected pictures, videos, articles, and other information on the guests of the TV program City beat
- Participated in reading setup and translated for the City Beat team during outdoor recording
- Transcribed City Beat episodes live and translated the script from English to Chinese

Louis Vuitton Moet Hennessy: Shanghai, China

June – August 2012

Perfumes & Cosmetics Intern

- Translated new product descriptions from English to Chinese to aid the marketing department in gaining local government approval for new product launch

Shanghai World EXPO International Long Chin-San Photography Award Exhibition: Shanghai, China

May – Oct 2010

Event Coordinator and Wenshi Jin's Personal Assistant

- Reached out to local organization and media to enlarge the social influence of the exhibition
- Gathered and sorted information about Shanghai World EXPO

Academic Team Projects

Samsonite Consulting Project

September – December 2013

- Developed advertisements and promotional strategies to build brand awareness for Samsonite products among college students

Glee Gum Consulting Project

March – May 2013

- Conducted market research through a Qualtrics online survey and face-to-face interviews
- Identified new target market for Glee Gum through analysis of online survey data using SPSS

ReScenet Product Development Project

September – December 2012

- Compiled a 100-page business plan detailing proposals for the marketing, finance, information systems, and operation management

Skills

- **Computer:** Proficient in using Microsoft Word, Excel, PowerPoint, Photoshop and IBM SPSS Statistics
- **Language:** Fluent in Chinese and English

- **Interests:** Piano, Drums, Sports, Fashion, Art