

Peng Xiao

E-mail: xiaobai3545259@hotmail.com

Cell: 631-353-8047 Stony Brook, NY

Education

- Master of Business Administration, **SUNY at Stony Brook** 2012--Present,
- Bachelor of Literature, Journalism, **Shaanxi University of Science & Technology**, 2007---2011

Work Experience

Project Manager Shift Group 2014

- Do a deep analysis of the top “entrepreneurially-friendly” universities in the US, those most likely to be interested in buying Shift Group’s product.
- Determine a low-budget marketing strategy to have both the universities and their students want to use Shift Group’s product.
- Identify the optimal revenue model for promoting Shift Groups product to universities.

Marketing Project Team Leader Hilton Garden Inn Stony Brook 2013

- Extracting and analyzing types of information referring to client review from online hotel-booking website.
- Design integrated marketing strategy to increase the level of brand awareness in Stony Brook which result in enhance of occupation rate.

Manager Assistant International Settlement Department
Bank of China 03/2011–06/2012 (before enrollment)

- Positioning the market of Financial Products and the potential customers of target groups.
- Marketing the International Settlement Products (over fulfilled the sales tasks by 30% in half a year, and achieved volume of Business 530,000 Dollars.)
- Guiding the transaction of personal loan (85% of customers who apply for credit card pass accreditation and 78% of who apply for personal loan passed while only 65% passed in common in the Bank.)
- Exam and verify the business invoice, shipping voucher, insurance bill, lading bill, business contract from different companies aboard and International banks.

Vice Manager Campus Broadcast Station in University 2008

Founder and President Campus Investment Club in University 2007–2009

- Lecturing the general knowledge of stock, foreign exchange and investment skills
- Guiding investment such as Stocks, Foreign Exchanges, Stock Index Futures, Gold, oils.
- Conducting communication activities and information service of financial market investment for college students.

Skills

- Skilled at Microsoft Office software such as WORD, EXCEL, POWERPOINT
- Proficient in database management such as SQL language, data analysis and Microsoft Visio.