

Audrey Zhang Yang
Zhang.Yang.GR@dartmouth.edu
(+1)603-277-1074

Education

2013 to 2014(expected)	Dartmouth College Master of Comparative Literature (High Pass Honor, Dartmouth Graduate Fellowship)
2010 to 2013	Mount Holyoke College Bachelor of Art (Major: Political Science Minor: Legal Studies) Phi Beta Kappa, Magna cum laude GPA: 3.94(overall) 4.0(major) Rank: top1%
2008 to 2009	Singapore Management University Scholarship Award recipient. Achieved second highest score in the program Participated in a highly selective business program developing skills in corporate finance, managerial economics, financial accounting, marketing, and strategy

Work Experience

Apr 2013 to Present	Dear Deer Educational Consulting Company, Xi'an, China Co-founder and Partner <ul style="list-style-type: none">➤ Successfully established a booming start-up company and ranked top 6 educational consulting brand in Taobao➤ Prepared annual budget plan and budget control for marketing and advertising events, conducted analysis on 6 customer segments to scope most profitable target market, increased client revenues by 55%➤ Developed and executed customized marketing programs, launched educational products and services(i.e. LSAT, GRE, GMAT,SAT,TOFEL tutorial) and consulting products(i.e. mock interview preparation, essay and resume workshop)➤ Established the network of teachers and coordinated all out-sourced jobs to various suppliers and negotiated the most cost-efficient and time-efficient deals
May 2011 to Jul 2011	Industrial and Commercial Bank of China Limited, Nanjing Risk Management Intern <ul style="list-style-type: none">➤ Responsible for financial risk management, including co-developing strategic financial plans and providing possible solutions to risk problems. Provided quantitative and analytical support through conducting extensive industry and company-specific research, tracking macro/micro data points, preparing research reports, building financial models, etc➤ Independently produced a research report on Nanjing entertainment industry by synthesizing information obtained from quarterly/annual company filings, teleconference meetings with company employees, and web-based sources. Presented the Nanjing entertainment industry research report, including company overview, investment thesis, company-specific catalysts and risks, in stock pitch sessions➤ Analyzed quarterly commercial banking data to evaluate loans and credit card issuance performance
Jul 2009 to Aug.2011	New Oriental Education & Technology Group Junior Marketing Manager and Program Co-Director <ul style="list-style-type: none">➤ Led a team of six and conducted annual marketing plans and executions, conducted over 20 exhibitions and over 10 marketing campaigns for both on-line education products and oversea study consulting service, increased high school student enrollment from 800 to 2000➤ Worked closely with sales and curricular-design teams to identify new market trends, search for suitable products and introduce new educational service as well as conducted quarterly market research in educational consulting industry➤ Co-directed the operation of on-line education and oversea study consulting consists of 250 college students and 15 American professors

Skills

- Competent analytical background and tech-savvy: Advanced level in MS Office Word, Excel, PowerPoint, Photoshop Adobe Illustrator, InDesign and Flash; Intermediate level in SPSS and Visual Basic; familiarity with Bloomberg
- Languages: Native speaker of Chinese, high proficiency in English, basic knowledge of Japanese
- CFA I Candidate