

**Audrey Zhang Yang**  
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## 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: History, minor concentration: Asian Studies)

Phi Beta Kappa, Magna cum laude

GPA:3.94(overall) 4.0(major course) 4.0(minor course) Rank: top1%

SAT: 2220(overall) 800(Math) 730(Writing) 690(Critical Reading)

**2008 to 2009**

**Singapore Management University**

Bridging Course Program Scholarship Award recipient

Participated in a highly selective business program developing skills in corporate finance, managerial economics, financial accounting, marketing, and strategy.

Achieved second highest score in the program

## Work Experience

**Apr 2013 to Present**

**Dear Deer Educational Consulting Company, Xi'an, China**  
**Co-founder and Partner**

- 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 focusing in Shanghai, Shenzhen, Yunnan and Xinjiang, conducted cross-research to seek potential target clients for the company and produce the marketing events /materials/ sales kit accordingly
- 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 deal with them

**May 2011 to Jul 2011**

**Industrial and Commercial Bank of China Limited, Nanjing**  
**Risk Management Intern**

- 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, Bloomberg terminal and web-based sources. Presented the Nanjing entertainment industry research report, including company overview, investment thesis, company-specific catalysts and risks, to the Retail team in an end-of-summer stock pitch session
- Assisted senior research associates in initiating coverage on mobile internet companies by compiling relevant news reports/third-party reviews, preparing financial models and outlining research framework for future reference
- 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**

- 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

- Prepared annual budget plan and budget control of USD 50K for marketing/ PR/ advertising events focusing in Shanghai, Nanjing, Zhenjiang, Suzhou and Hangzhou; increased the high school student enrollment from 800 to 2000
- Worked closely with sales and curricular-design team 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

## Publications

## 2010-2013

- Collaborated and translated three chapters of an English book which introduced Chinese cuisine and culture to American readers, released by Hatherleigh Press in New York in Feb.2013

## 2008-2009

- Wrote a coming-of-age novel depicting a young girl who experienced trial, turbulence and torture in high school
- Published by Lijiang Publishing House and gained highly positive feedbacks upon release

## Awards/Honors

- |   |  |           |
|---|--|-----------|
| ➤ | Golden Medal Winner of National Literature Competition in China Area | 2007      |
| ➤ | Jean Sudrann Research Award  | 2013      |
| ➤ | Mount Holyoke Scholarship Receiver for three years                   | 2010-2013 |
| ➤ | Winner of Barbara Yen Sun Prize                                      | 2013      |
| ➤ | Sarah Williston Scholar for the top 1% in class                      | 2012      |
| ➤ | Almara Fellowship  | 2012      |

## 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
- Highly motivated self-starter: Achieved 3.94 GPA with various leadership roles while working multiple jobs throughout college
- Exceptional communication and organization skills: establishing a multi-grands business while attending school. Built from scratch, brick by brick, my company was founded in 2013 with just \$1500, a trusty coffee machine, used furniture and a borrowed office space in Xi'an

## Others