

## **Zhuoran (Annabelle) Zhou**

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3900 City Avenue  
Philadelphia, PA 19131

### **Education**

Saint Joseph's University, Philadelphia, PA

Master of Science in Haub School of Business, May 2014

Major: International Marketing

Cumulative Grade Point Average: 3.57

Excellent Student Scholarship: 2012 - Present

Relevant Courses: Quantitative Project, Consumer Behavior, Brand Management, Marketing Research, Advertising, Communication, Spanish Study Tour

China Agricultural University, Beijing, China

Bachelor of Law and Bachelor of Business Administration, June, 2012

Major: Sociology & Marketing (Double Degree)

Cumulative Grade Point Average: 3.64

Outstanding Student Scholarship: 2008 - 2012

Relevant Courses: Social Psychology, Statistics, Rural Sociology, Sociology Theory

### **Business Experience**

LONGINES Equestrian Beijing Masters, Beijing

March.2012-July.2012

Assistant Marketing Director and Event Coordinator

- Assisted Marketing Department in contacting major partners from Germany CHIO-AACHEN, SWATCH GROUP and American clients.
- Invited magazines, CCTV and other publishing clients to report our event
- Designed race course to prepare welcome dinner, discuss race details with German specialists to communicate with athletes
- Implemented recommendations related to competition schedules and marketing strategies

China Merchants Bank, China

Jan.2011- Feb.2011

Personal Loan Marketing Assistant

- Assisted with seeking potential clients and reported to Loaning marketing directly
- Assisted in management of loaning accounts and business negotiation

### **Professional Experience**

Journalist, Metro Chinese Weekly, Philadelphia, PA

September.2013- Present

- Content Editing; Pitch Stories and Editorial Journalism

Journalist and Editor Inter, XINHUA News Agency, Beijing, China

May.2013- August.2013

- Content editing, investigation and News covering and writing
- Collect hot news from different authoritative publications to edit weekly special issues
- Publish important analytic news and participate the press conference of the second China agricultural science and technology innovation contest official website to start, and broadcast relevant news.

### **Leadership and Activities**

Green Build 2013 Volunteer, Philadelphia, November 2013

Japan Coke 30 second Commercial, Philadelphia, April.2013

X-Culture Marketing Plan Project with certificate, Online worldwide, February.2013-April 2013

Study Tour to Barcelona and Finish my Picasso Scavenger Hunt, etc, March.2013

### **Skills or Qualification**

Computer: SPSS, proficient in the use of Microsoft Word, Excel, PowerPoint

Language: Chinese (fluent), English (fluent), Japanese(Basic)

Team work and leadership and be able to work under high pressure

Affiliation: Asia American Journalist Association (AAJA)