

MENG ZHANG

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Grand Prairie, TX 75050

Interests

- ✧ Exhibition/Conference Specialist
- ✧ Networking, Multimedia Technology
- ✧ Integrated Marketing Communication
- ✧ Translation, Interpretation

Education

01/2011-08/2012 Florida State University (FSU)

College of Communication and Information

Major: Media and Communication Studies

Master's Degree, GPA:3.313/4.0

09/2006-07/2010 University of Shanghai for Science and Technology (USST)

Department of Communication and Art Design

Major: Communication Studies

Bachelor's Degree, GPA:3.45/4.0

09/2003-07/2006 Shanghai Fudan Senior High School

Working Experience

02/2014-07/2014 Marketing Specialist, SMH International (SMH)

20F, Shanghai IFC II, 8 Century Avenue, Shanghai 200120, China

- ◆ Crafting Marketing strategies towards the Chinese target audience
- ◆ Building public relations with local Chinese businesses and media channels
- ◆ Helping host promotional events and trade shows in major Chinese cities

09/2013-02/2014 Website Content Specialist, Yi Er Yi Communication Co., Ltd.

8D, Yanping Rd, Sanhe Plaza, Shanghai 200042, China

- ◆ Creating and managing content for websites, email newsletters and other online communications media
- ◆ Editing pictures and producing audio and video contents
- ◆ Managing ongoing maintenance of the website in the content management system
- ◆ Working closely with the marketing team that monitoring promotional

	calendar on a daily basis to plan, develop and implement necessary updates to content
03/2013-08/2013 (Visa Expired)	Television Program Listing Editor, FYI Television (FYI) 1901 N State Highway 360 #2, Grand Prairie, TX 75050, USA <ul style="list-style-type: none"> ◆ Contacting with clients and negotiating the schedule lists ◆ Timely dealing with the breaking News and handle customers' temporary requirements properly ◆ Editing and proofing programs' schedules
09/2012-02/2013 (Temporary)	Exhibition Specialist, International Special Attractions (ISA) 2800 Opryland Dr, Nashville, TN 37214, USA <ul style="list-style-type: none"> ◆ Responsible for the Ice Project and venue issues ◆ Translating some technical issues between artisans and designers ◆ Helping artisans understand American culture and the local custom
06/2011-08/2011	Intern Editor, Shanghai Interactive Television Co., Ltd. (SiTV) 487 East Luochuan Rd, Shanghai 200072, China <ul style="list-style-type: none"> ◆ Editing and reviewing programs in "Law Life" Channel ◆ Learning Sobey software to edit TV programs
10/2008-05/2010	Intern Website Editor, BBS of the website (www.lets-study.com) <ul style="list-style-type: none"> ◆ Deleting any unhealthy information ◆ Editing and designing some the web-pages
06/2008-08/2008	Intern Assistant Editor, Trainee Journalist, Changning Daily Press 1220-2 Huashan Rd, Shanghai 200052, China <ul style="list-style-type: none"> ◆ Writing articles in some editorials column ◆ Organizing interviews with public ◆ Selecting, revising and arranging Op-Eds for the Society Page ◆ Proofreading journalist's articles before being submitted to the editor

Awards and Scholarships

2006-2010, USST

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| ◆ The 6 th semester and the 4 th semester | 1 st University Academic Scholarship |
| ◆ The 1 st semester and the 3 rd semester | 2 nd University Academic Scholarship |
| ◆ The 2 nd semester and the 5 th semester | 3 rd University Academic Scholarship |
| ◆ The 7 th semester | 3 rd University Academic Scholarship |

Extracurricular Activities

01/2011-Present	Member, IMC Group of FSU
11/2007-07/2009	Key Member, Dieying Chongchong Films Website
07/2008-09/2008	Intern Director, Zhoujiaqiao Community Association Website

Skills

- ✧ Integrated marketing strategies
- ✧ Proficient computer designing skills, e.g. Visual C, Adobe Photoshop, Adobe Premiere, Macromedia Dreamweaver, Macromedia Director, Cool Edit, Macromedia Flash
- ✧ Data analysis, SPSS Statistics

Self-Assessment

Self-Motivated

Strong Oral and Written Communication Skills

Ability to Easily Learn New Things Fast

Ability to Multitask