Tao Zhang

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Working Experience

Financial Analyst Assistant in Citi Bank

Canton WanGuo Branch, China   Sept 2010 – Nov 2011

- Assist with the management, tracking, and coordination of regulatory exam information including findings, management action plans, and internal audit work requests.
- Support in the creation and implementation of new processes to manage effective reporting and planning within the team and department
- Maintain invoice processing and client-paid fee posting records in respective internal accounting databases

Graduate Teaching Assistant, University of California in Riverside

Riversides, CA   June 2013– Present
- Planed and customized discussion plans in BUS 107 Organization Behavior and BUS 104 Management Science
- Assisted in Organizing lesson plans, group activities, and teaching of 8 students on practicing organizational behavior knowledge
- Grad papers and exams and provide statics report to instructor

Social Media Manager in InSoCal Connect

Murrieta, CA   July 2013 – Present

- Using Hootsuite to centralize management on different social media platforms of InSoCal Connect, and double the flow of visit
- Establish professional profiles and unique marketing plans for the Startups companies
- Search through SEO to coordinate accelerators, co-work spaces and incubator, and match resources to appropriate organizations

Education

MBA, Concentrate on Finance
University of California, Riverside, CA   Sept 2012 – Present

BA, Anthropology and Archaeology
Sun Yet-Sen University, Canton, China   Sept 2008 – Jun 2012

Professional Skills and Experience

Quantitative Analysis
- Be familiar with **Microsoft Excel and Access** to store data and subtract information from database and adjust the database design based on the business rules and needs
- Have basic fundamental knowledge of **SQL** and practical exercise on MS Assess
- Can use **SPSS** to perform data mining to look for market trend, consumption cycle and customer behavior, and make forecast based on various models in order to develop business strategies

Digital Marketing
- Strong skills in managing various digital marketing platform: Facebook, Twitter, Instagram, WordPress and LinkedIn, via **Hootsuite** and generate feedback report to monitor
- Made and implemented marketing plan via **Weibo** for CitiBank' s Young Talent Program based on the research of college students in Canton Area
- Leverage social media platforms to advertise and market 5 in-campus events and promote 3 internal product sales and 2 external sales

Computer Technology
- Strong skills in **Microsoft Office** suite, including **Words, Excel, PowerPoint, Access, Outlook and Visio**
- Have fundamental knowledge and experience with graphic design with **Adobe Photoshop** and **Flash**; video making with **Power Director** and **Visual Studio**

Languages
- Can speak **Mandarin, Cantonese** and **English** fluently