

XIAO GE

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EDUCATION

Drexel University
Bachelor of Science in Business Administration
Concentration: Finance and Marketing

Philadelphia, PA
Cumulative GPA: 3.207
Marketing GPA: 3.83

HONORS AND AWARDS

DU Endowed Scholarship and Dean's Scholarship, Drexel University, 2010 to Present
Dean's List, Drexel University, 2011 to 2012

WORK EXPERIENCE

University City Science Center Marketing Communications Co-op

Philadelphia, PA
September to March, 2013

- Assisted with the full lifecycle of event planning and program development including event promotion, speaker outreach, room setup, event registration and follow-up surveys
- Aided in the organization and execution of over 50 programs ranging from small breakfast events to 250 person receptions targeting a range of constituents from student entrepreneurs to executives at large companies in the region
- Edited, promoted and helped develop marketing materials, quarterly e-newsletters, monthly calendars and special event notices via Photoshop, Constant Contact, and social networking sites (Facebook, Twitter and LinkedIn) to Greater Philadelphia's entrepreneurial community
- Supported marketing and PR efforts through website maintenance and collaborative projects with internal staff and external partners
- Managed multiple spreadsheets including program attendees, company sponsors, and campus residences and updated on a continuous basis
- Organized generated ideas by taking meeting minutes and sharing results
- Assisted in escorting interested clients on site tours and took detailed notes
- Made Chinese New Year presentation to illustrate the importance and significance of the holiday

HITE Electric Technology Co. Ltd. Marketing Communication Intern

Shanghai, China
February to May, 2010

- Collected sales data and generated reports using Microsoft Excel
- Researched Marketing information of industry competitors
- Completed bookkeeping, filing, and prepared documents for the department head
- Helped create a new company website

Sino-Canada High School Public Relationship Office Dean's Assistant

Shanghai, China
July to August, 2011

- Answered phones and directed callers to appropriate contacts
- Escorted tours and addressed questions of prospective families
- Managed public relations for theater productions of school drama show
- Served as newspaper editor-in-chief; edited school website
- Arranged parents' meeting

SKILLS

- Software: Microsoft Excel, PowerPoint and Word; Adobe Photoshop; Adobe InDesign
- Website: Constant Contact, Survey Monkey, Survey Gizmo, Basecamp Business Calendar, WordPress, Google Docs, Avery
- Language: Fluent Chinese, Shanghainese; Beginner Japanese

SOCIAL MEDIA

- Xiao Ge LinkedIn Profile: http://www.linkedin.com/profile/view?id=203978127&locale=en_US&trk=tyah