

**XIN DUAN**

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## **EDUCATION**

2013-2014	<b>Fordham University</b> Graduate School of Business <b>M.S. in Marketing Intelligence, GPA 3.7</b> Volunteer, Fordham Marketing Association Qualitative Marketing Research, Consumer Behavior, Data Analysis, Experimental Design	New York, NY
2009-2013	<b>Shanghai Institute of Technology</b> <b>B.S. in Marketing, GPA 3.4</b> <ul style="list-style-type: none"><li>• Academic Scholarship in Thomson River University, Canada, Third Prize</li><li>• Academic Scholarship in Shanghai Institute of Technology, Third Prize</li><li>• Best Contributor to Campus Life, Excellent Student Leader</li><li>• Volunteer Work, Student Union, Student Society for Commercial Activities</li></ul>	Shanghai, China

## **EXPERIENCE**

2014	<b>Lakeview Consultants</b> <b>Account Executive</b> <ul style="list-style-type: none"><li>• Tailored campaigns directly for our clients' needs through direct face to face representation</li><li>• Provided our clients the opportunity to continue to broaden their client base</li><li>• Conducted face to face presentation in my own territory</li><li>• Participated in training for new hires</li></ul>	New York, NY
2014	<b>Bomoda</b> <b>Intern, Marketing Associate</b> <ul style="list-style-type: none"><li>• Collaborated with Marketing Director to expand market share by 15% in China</li><li>• Conducted marketing research to reveal Chinese customers insights and preferences toward Luxury brand</li><li>• Analyzed survey data to deliver recommendations for actions to improve customer service</li><li>• Provided advice to optimize website design and product categories and generate 20% worth of traffic in the first quarter</li></ul>	New York, NY
2012	<b>CITIBANK, Shanghai Branch</b> <b>Intern, Marketing Associate</b> <ul style="list-style-type: none"><li>• Responsible for the introduction of financial products to retail bank customers</li><li>• Handled front line customer in queries to ensure questions were answered</li><li>• Attended two week new hire training program that included data collection and customer service</li></ul>	Shanghai, China
2012	<b>RUN ZHI TONG INVESTMENT COMPANY LTD</b> <b>Intern</b> <ul style="list-style-type: none"><li>• Responsible for duties as assistant in mining investment company in Inner Mongolia Autonomous Region</li><li>• Served as contact point person and updated quoted price daily</li><li>• Negotiated purchasing price with buyers and sellers and saved half a million RMB for 2012 financial budget</li></ul>	Beijing, China
2011	<b>China Construction Bank, Linfen Branch, Shanxi Province</b> <b>Intern, Marketing Group</b> <ul style="list-style-type: none"><li>• Promoted financial products to retail banking customers</li><li>• Conducted field investigation and identified target customers for financial products</li><li>• Ensure promotional materials were suitable and properly advertised, such as billboard</li><li>• Collected customer feedback to ensure information was delivered to supervisors</li></ul>	Linfen, China

## **ADDITIONAL**

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- Fluent in Mandarin and English
- Proficient in Word, Excel, Access, PowerPoint
- Interests: basketball, swimming
- Proficient in SPSS software, SQL and SAS