

# Xiaoyi Zhao

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## EDUCATION:

### University at Albany, State University of New York

Master of Arts in Communication Program GPA: 3.83 December 2013

### Tianjin University of Sport

Bachelor of Arts in Journalism Program GPA: 3.55 June 2011

## HONORS:

National Scholarship 2010

Outstanding Student Leaders of Tianjin University of Sport 2008

## CERTIFICATION:

### Middle Level Chinese Language Teacher

August 2012

Certified by International Professional Certification Association

## WORK EXPERIENCE:

### Chinese Community Network, Kannapolis, NC, United States

October 2013-present

#### *Marketing Specialist*

- Update website content, track social media activities and audience engagement
- Build and maintain connections with more than 50 local organizations through news and events sharing
- Recruit English teachers for universities in China through telecommunications

### Excelsior College, Albany, NY, United States

April 2013-present

#### *Communications Intern in the Outreach and Access Department*

- Handle multiple clerical tasks (e.g. data entering and analysis, filing, and records management)
- Assist partnership building and maintenance with more than 200 community colleges, corporations and associations
- Conduct Competitive Value framework on department performance and provide practical solutions for improvement
- Collaborate with multiple departments throughout college with events preparation

### Chinese Career Union, Northville, MI, United States

March 2013-present

#### *Volunteer in Advertising/Advocacy Department*

- Build partnerships with more than 100 Chinese Students & Scholars Associations by email subscription
- Assist partnership building with career-related organizations and platforms using social media channels

### DaHe Daily, Zhengzhou City, Henan Province, China

November 2010-April 2011

#### *Trainee Journalist of Business News Department*

- Published 21 news articles including a special piece: *The Tips of Citizens' Financial Management*
- Attended various economy conferences and forums about stocks, security, and financial management and summarized this information for articles

### Lenovo Computer Company, Tianjin City, China

October-December 2007

#### *Marketing (Part-time)*

- Conducted research on customer' experience of new products and services through data analysis and interview

## RESEARCH:

### *The Development of Women Leadership*

2012

Pinpointed the challenges and provided the solutions for future development of women leadership

### *The Influence of Social Network Service (SNS) on International Students Living Abroad*

2013

Discussed how SNS affects international students in their academic performance, social life and career development

### *Chakravarty, S., Cho, S., Kwon, Y., & Zhao, X. (October, 2013)*

2013

*Albany Asians' Access to Traditional Health Care: Focusing on the Chinese, Korean and Indian Community.*

Presented at the annual conference of New York State Communication Association, Ellenville, NY

## SKILLS:

Computer: Microsoft office, SPSS, informz, Lotus Notes, Salesforce, Premiere, Photoshop, Dreamweaver

Language: Chinese Mandarin, English.

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April 4, 2014

Medical Imaging Center  
New York, NY

Dear Hiring Manager:

I am writing to express my interest in applying for the job as Market Manager at Medical Imaging Center. I obtained this opportunity from [www.zhidian.us](http://www.zhidian.us). This job fits very well with my education and career interests.

My academic background and work experience have supplied me with various skills appropriate for this position:

- Excellent multitasking skills, high level of accuracy and attention to details, obtained after six years professional education in journalism and organizational communication, and practical experiences, including serving as chief editor of the sports section of a university newspaper and being a group leader on numerous academic projects.
- Great communication skills including issue analysis and providing feedback, which was learned through academic courses I have taken in organizational, interpersonal, and intercultural communication fields.
- An ability to learn quickly, to adapt to new environments and teamwork skill, which I enhanced through my internship in the Outreach and Access Department of Excelsior College. I assist team members with partnership building and management through phone calls, emails and social media usage.

With all my qualities and experiences, and a passion to put all my skills into practice, I can only be a benefit to you by providing a very unique perspective – professional knowledge of organizational and interpersonal communication, issue analysis and decision making with international background and bilingual skill, which plays the key role in this market manager role.

I look forward to the possibility of an interview to further discuss my unique experiences and skills. Should you need more information, please contact me at the email or phone number listed above.

Thank you, in advance, for considering my application.

Sincerely yours,  
Xiaoyi Zhao