Jinjing Zhang

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EDUCATION

New York University   New York, NY
Bachelor of Arts in Economics GPA: 3.39 *Minor: Business*   May 2014
Relevant Coursework: *Intermediate Macroeconomics, Intermediate Microeconomics, Intro to Marketing, Principle of Financial Accounting, Operation Management, Money and Banking*
New York University in Florence, Italy   Fall 2010-Spring 2011

WORK EXPERIENCE

VisitBritain   New York, NY
Business Development Intern   Oct-Dec 2014
•Research projects to list all the potential clients in the official British tourist website.
•Analyzed the travel costs in major cities in the world.
•Develop the monthly newsletter and distribute to our US clients using the B2B vibe system on time.
•Coordinate appointments, book meeting rooms, manage advertising brochure distribution, direct mail and provide general office support.

Guotai Junan Securities Company, Ltd   Shanghai, China
Finance Intern   May-Aug 2013
•Assist with preparation and sale of a corporate bond in the Fixed Income Department of China's 4th largest investment bank.
•Studied complete issuances and sales cycles from proposal development to investor relations and sales negotiations.
•Collected the information needed for the presentation given to buying public-primarily institutional investors to let them commit to purchase the issues of bond before it actually hit the market.

Eastday.com   Shanghai, China
Marketing Intern   May-Sep 2012
•Launched new product online to replace an existing product increasing active users from 44,500 to 54,800.
•Developed written launch plans outlining the launch process; presented launch plans to senior management for approval.

VOLUNTEER EXPERIENCE

NYU Chinese Student Society   New York, NY
Team of the annual performance   Sep 2013-Mar 2014
Facilitated the 2014 " Sparkling Years" Chinese youth culture gala in Lincoln Center.
Posted and showcased events online.

SKILLS

Languages: Fluent in Chinese(Mandarin)
Technical: Word, Excel, PowerPoint, Outlook, SQL, Relational Database