

**XIN DUAN**

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## **EDUCATION**

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- 2013-2014     **Fordham University**     Graduate School of Business     New York, NY  
**M.S. in Marketing Intelligence, GPA 3.7**  
Volunteer, Fordham Marketing Association  
Qualitative Marketing Research, Consumer Behavior, Data Analysis, Experimental Design
- 2009-2013     **Shanghai Institute of Technology**     Shanghai, China  
**B.S. in Marketing, GPA 3.4**
  - Academic Scholarship in Thomson River University, Canada, Third Prize
  - Academic Scholarship in Shanghai Institute of Technology, Third Prize
  - Best Contributor to Campus Life, Excellent Student Leader
  - Volunteer Work, Student Union, Student Society for Commercial Activities

## **EXPERIENCE**

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- 2014     **Bomoda**     New York, NY  
**Intern, Marketing Associate**
  - Collaborate with Marketing Director to expand market share by 15% in China
  - Conduct marketing research to reveal Chinese customers insights and preferences toward Luxury brand
  - Analyze survey data to deliver recommendations for actions to improve customer service
  - Provide advice to optimize website design and product categories and generate 20% worth of traffic in the first quarter
- 2012     **CITIBANK, Shanghai Branch**     Shanghai, China  
**Intern, Marketing Associate**
  - Responsible for the introduction of financial products to retail bank customers
  - Handled front line customer in queries to ensure questions were answered
  - Attended two week new hire training program that included data collection and customer service
- 2012     **RUN ZHI TONG INVESTMENT COMPANY LTD**     Beijing, China  
**Intern**
  - Responsible for duties as assistant in mining investment company in Inner Mongolia Autonomous Region
  - Served as contact point person and updated quoted price daily
  - Negotiated purchasing price with buyers and sellers and saved half a million RMB for 2012 financial budget
- 2011     **China Construction Bank, Linfen Branch, Shanxi Province**     Linfen, China  
**Intern, Marketing Group**
  - Promoted financial products to retail banking customers
  - Conducted field investigation and identified target customers for financial products
  - Ensure promotional materials were suitable and properly advertised, such as billboard
  - Collected customer feedback to ensure information was delivered to supervisors

## **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