

Shujin Zhou

Email: sz1544@nyu.edu

TEL: 413-404-1134

PROFILE

- Experienced in business operations, staff leadership, sales, marketing, inventory management, problem resolution, communication, documentation, strategic planning and organizational collaboration.
- Highly motivated team player with strengths in communication and developing interpersonal relationships.
- Excellent planning, organization, time management and decision-making skills.

EXPERIENCE

Digital Marketing Intern, ORWO North America, New York Mar 2015-Present

- Responsible for the content marketing of ORWO North America in Facebook, twitter and other social media platforms.
- Conduct media and customer analysis to maximize effectiveness of digital marketing.
- Develop and provide social platform in China to explored the Chinese market for ORWO.

Founder, Creative Agency, Chengdu City, China 2012-2014

- Responsible for all business operations, including sales, marketing, advertising, business development, strategic planning and HR.
- Developed and provided comprehensive and strategic business plans to entrepreneurs.
- Conducted media analysis and detailed research into markets, demographics, and targeted economic sectors to maximize effectiveness of client plans.

Founder, Campus Board Games, Chengdu City, China 2011-2014

- Collaborated with campus milk tea shops to provide board game services to patrons.
- Became profitable within first month of operation and grew business to include seven locations

Marketing Intern, Jiangxi Yonghui Forage Company, Fuzhou City, China 2013

- Documented and managed client data and collaborated with staff on promotional campaigns.
- Acquired over 100 new customers within four months and won status of Best Seller for closing more than 700 sales within the second month.

EDUCATION

New York University: MS, Integrated Marketing (GPA: 3.5). 2014-2016

Southwest Jiaotong University (China): BA, Business English (GPA: 3.5). 2010-2014

MISCELLANEOUS

Languages: Chinese (native), English (fluent), French (basic).

PC Skills & Software: Microsoft Office, SPSS, Photoshop.