

Jieni Li

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EDUCATION

Tulane University, A.B. Freeman School of Business New Orleans, LA
Bachelor of Science in Management May 2014
Major: Marketing
Tulane University, Science and Engineering School New Orleans, LA
Bachelor of Science and Engineering May 2014
Major: Psychology

EXPERIENCE

Behavioral Lab of Freeman Business School New Orleans, LA
Research Assistant December 2012 –Present

- Compose and apply online consumer survey
- Collect and analyze data with SPSS

Technology Management Center New Orleans, LA
Technology Assistant May 2012-Present

- Customer service
- Support staffs and provide consulting service on Microsoft Office

TCSSA (Tulane Chinese Students and Scholars Association) New Orleans, LA
Senior Vice President May 2013-Present

- Conduct large-scale cultural/marketing activities
- Raise fund and manage human resources
- Maintain official website and technology systems
- Organize membership and collect/analyze user data

Anthropology Department of Tulane University New Orleans, LA
Research/Teaching Assistant August 2012-Present

- Assist Professor with online data collection and analysis with excel and SPSS
- Translate between Mandarin and English materials for research
- Media preparation and process digital materials including Adobe Illustrator, Cyberlink Video processing, Microsoft Access, etc

Fox Sports of New Orleans New Orleans, LA
Captain and major idea developer fall 2013

- Marketing strategy and advertising campaign development
- Commercial video editing
- Present the marketing and recommend implementation details