

# Yaqi Liang

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(513)238-3062

## EDUCATION

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**MS (master of science), Marketing**

University of Cincinnati, Carl H. Lindner College of Business, Cincinnati, Ohio

Dec 2013

- Received International student scholarship to cover partial college expenses

**BS(Bachelor of science), Financial management (Belong to the Accounting department)**

Donghua University, Shanghai, China

June 2012

## EXPERIENCE

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**Product Design studio**, Cincinnati, Ohio

Aug 2013 – Dec 2013

*Program participant*

- Conducted Market research via in person interviews to determine client needs and concerns
- Worked with a team to analyze customer interview data
- Constructed model project based on interview data and team's ideas

**Maiyadi.com**, Beijing, China

Aug 2013 – Dec 2013

*Part-time Translator and Editor(Distant work)*

- Wrote and translated news about Apple products and their competitors to be used for public consumption
- Received high readership rate among website audience

**Online Shop on Taobao.com**, China

June 2012- Dec 2013

*The shop owner*

- Advertised and promoted business via social media to persuade customers to buy artwork
- Answered questions to facilitate successful sales of handmade artwork to clients
- Design the shop's web page which included taking and posting pictures of artwork for sell, wrote introduction and store policies on site to attract customers and ensure high sales

**Clean Energy Associates Limited**, Shanghai, China

Jan 2012 – Apr 2012

*Financial Department Intern*

- Input the data to OA system
- Generated the receipts and issue invoices
- Worked as an executive secretary to perform the listed duties

## LEADERSHIP AND AFFILIATIONS

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**Donghua University Student Union**

Sep 2008 – June 2010

*Member of Sport Department*

- Plan and execute school sport activities, make allocation for participants, assist the other departments to carry out campus activities.

**Class of Business 0805**

Sep 2008- Sep 2010

*Leader of Art and Activities group*

- Organize the league members' activities, plan and arrange the art show in some celebrated days. Participant in the dance competition of the school. Won the 1<sup>st</sup> prize in the Dancing competition held in China's Youth Day.

## SKILLS AND CERTIFICATIONS

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- Computer: Ability to use Adobe Photoshop, Premiere, Audition, Dreamweaver, Mac OS system.
- Language: Chinese-Mandarin/Cantonese (Can understand most and can say a few.), English.
- Skills and interest: photography, photo and video editing, violin, draping.
- Innovation graduate certificate from University of Cincinnati