

# Jieni Li

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## EDUCATION

**Tulane University, A.B. Freeman School of Business**  
**Bachelor of Science in Management**  
Major: Marketing

New Orleans, LA  
May 2014

**Tulane University, Science and Engineering School**  
**Bachelor of Science and Engineering**  
Major: Psychology

New Orleans, LA  
May 2014

## EXPERIENCE

**Behavioral Lab of Freeman Business School**  
**Research Assistant**

New Orleans, LA  
December 2012 –Present

- Compose and apply online consumer survey
- Collect and analyze data with SPSS and SQL
- Coordinate and assist Professor to conduct behavioral experiment

**Technology Management Center**  
**Technology Assistant**

New Orleans, LA  
May 2012-Present

- Customer service
- Coordinating information processing and technology-related problems
- Support staffs and provide consulting service on Microsoft Office

**TCSSA (Tulane Chinese Students and Scholars Association)**  
**Senior Vice President**

New Orleans, LA  
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**  
**Research/Teaching Assistant**

New Orleans, LA  
August 2012-Present

- Assist Professor Shanshan Du 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