

CHELSEA QIAO

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Education

Bachelor of Arts: Economics/International Studies/East Asian Studies 3.2/4.0
University of Wisconsin Madison - Madison, WI

May 2015

Experience

Marketing Intern

01/2015 to Current

POPCULT Marketing – Madison, WI

- Promote local businesses primarily through social media platforms, including Facebook, Twitter, and Instagram.
- Work closely with clients to identify their needs and challenges and provide solutions-oriented campaign themes.
- Collaborate with brand manager on marketing materials using Adobe Suite and Google Analytics.

Summer Financial Associate

06/2014 to 08/2014

CreditEase – Nanjing, China

- Prospected for clients and made sales presentations regularly for a broad range of financial products and services sold by the company.
- Proposed investment products appropriate to the applicant's needs and ability to pay.
- Maintained in force the existing insurance and investments products of clients.

Campus Ambassador

03/2014 to 11/2014

Social Assurity LLC – Madison, WI

- Raised awareness of Social Assurity's social media management services at college campus through grassroots marketing.
- Hosted workshops and webinars to develop relationships with other students.
- Boosted website traffic by 20% by creating an integrated social media strategy.

Digital Marketing Intern

05/2013 to 08/2013

One Piece English Studio – Nanjing, China

- Monitored social network conversations and updated website content on a daily basis.
- Enhanced the company's customer service by maintaining good communication and mutual understandings with clients through extensive contacts.
- Generated \$9000 in sales by leveraging social media websites.

Chinese Tutor

01/2012 to 05/2012

Chinese Language and Culture Club – Madison, WI

- Attended weekly Chinese Language Table to help students develop oral proficiency in Chinese.
- Gained strong insights into effective communication and mutual understanding by providing tutor service.

Skills

- Microsoft Office Suite
- Adobe Photoshop
- Dreamweaver
- Mandarin Chinese