

Xiaoyi Zhao

Current: 1st Floor, 19 Hillcrest Ave • Albany, NY 12203 Phone: 518-779-0926 Email: amyzhao724@gmail.com

EDUCATION:

University at Albany, State University of New York

Master of Arts in Communication Program GPA: 3.83 December 2013

Tianjin University of Sport

Bachelor of Arts in Journalism Program GPA: 3.55 June 2011

HONORS:

National Scholarship 2010

Outstanding Student Leaders of Tianjin University of Sport 2008

CERTIFICATION:

Middle Level Chinese Language Teacher

August 2012

Certified by International Professional Certification Association

WORK EXPERIENCE:

Chinese Community Network, Kannapolis, NC, United States

October 2013-present

Marketing Specialist

- Update website content, track social media activities and audience engagement
- Build and maintain connections with more than 50 local organizations through news and events sharing
- Recruit English teachers for universities in China through telecommunications

Excelsior College, Albany, NY, United States

April 2013-present

Communications Intern in the Outreach and Access Department

- Handle multiple clerical tasks (e.g. data entering and analysis, filing, and records management)
- Assist partnership building and maintenance with more than 200 community colleges, corporations and associations
- Conduct Competitive Value framework on department performance and provide practical solutions for improvement
- Collaborate with multiple departments throughout college with events preparation

Chinese Career Union, Northville, MI, United States

March 2013-present

Volunteer in Advertising/Advocacy Department

- Build partnerships with more than 100 Chinese Students & Scholars Associations by email subscription
- Assist partnership building with career-related organizations and platforms using social media channels

DaHe Daily, Zhengzhou City, Henan Province, China

November 2010-April 2011

Trainee Journalist of Business News Department

- Published 21 news articles including a special piece: *The Tips of Citizens' Financial Management*
- Attended various economy conferences and forums about stocks, security, and financial management and summarized this information for articles

Lenovo Computer Company, Tianjin City, China

October-December 2007

Marketing (Part-time)

- Conducted research on customer's experience of new products and services through data analysis and interview

RESEARCH:

The Development of Women Leadership

2012

Pinpointed the challenges and provided the solutions for future development of women leadership

The Influence of Social Network Service (SNS) on International Students Living Abroad

2013

Discussed how SNS affects international students in their academic performance, social life and career development

Chakravarty, S., Cho, S., Kwon, Y., & Zhao, X. (October, 2013)

2013

Albany Asians' Access to Traditional Health Care: Focusing on the Chinese, Korean and Indian Community.

Presented at the annual conference of New York State Communication Association, Ellenville, NY

SKILLS:

Computer: Microsoft office, SPSS, informz, Lotus Notes, Salesforce, Premiere, Photoshop, Dreamweaver

Language: Chinese Mandarin, English.

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April 4, 2014

Intellipro Group Inc
Santa Clara, CA

Dear Hiring Manager:

I am writing to express my interest in applying for the job as Marketing Research Associate at Intellipro Group. I obtained this opportunity from www.zhidian.us. This job fits very well with my education and career interests.

My academic background and work experience have supplied me with various skills appropriate for this position:

- Excellent multitasking skills, high level of accuracy and attention to details, obtained after six years professional education in journalism and organizational communication, and practical experiences, including serving as chief editor of the sports section of a university newspaper and being a group leader on numerous academic projects.
- Great communication skills including issue analysis and providing feedback, which was learned through academic courses I have taken in organizational, interpersonal, and intercultural communication fields.
- An ability to learn quickly, to adapt to new environments and teamwork skill, which I enhanced through my internship in the Outreach and Access Department of Excelsior College. I assist team members with partnership building and management through phone calls, emails and social media usage.

With all my qualities and experiences, and a passion to put all my skills into practice, I can only be a benefit to you by providing a very unique perspective – professional knowledge of organizational and interpersonal communication, issue analysis and decision making with international background and bilingual skill, which plays the key role in this marketing research associate role.

I look forward to the possibility of an interview to further discuss my unique experiences and skills. Should you need more information, please contact me at the email or phone number listed above.

Thank you, in advance, for considering my application.

Sincerely yours,
Xiaoyi Zhao