

PROFILE

Seeking a product related position where I can use my marketing analytical skills to provide added value to your company.

Strengths include: Traveling awareness and digital marketing strategy analysis, understanding of digital marketing knowledge (Search, display, email, html), and good understanding of travel agency strategic plans. Post graduated MBA Marketing candidate with a passion in travel business, marketing and practical experience through internships in these areas.

CORE COMPETENCIES

- **Computer Skills:** Microsoft Office, Google Analytics, SPSS, Qualtrics and basic knowledge of HTML&CSS.
- **Language:** Bilingual proficiency between Mandarin Chinese and English, familiarity with French

EDUCATION

Frank G. Zarb School of Business, Hofstra University, Hempstead, NY May 2014

Master of Business Administration in Marketing; GPA: 3.6

- Hofstra MBA/MS Marketing Association
- Hofstra American Marketing Association

Xi'an International Studies University, School of Business, Shaan Xi, China June 2012

Bachelor's Degree in International Business

- Chairman of the Sports Union Department in Xi'an International Studies University

WORK EXPERIENCE

Career Pro USA, New York, New York

Social Media Marketing Intern April 2014 – Present

- **Content Marketing:** Creating and managing interesting content by studying users behavior, contribute to start up's user acquisition and retention strategies.
- **Fan building:** Based on achieving specific ROI objectives, maintain, monitor and lead marketing strategies carried out in different social media platforms to improve quality fans and subscribers, mainly in Weibo and LinkedIn.

Krossover Intelligence, New York, New York

Sports Video Analyst Intern Jan 2013 – Sep 2013

- Analyzed basketball and lacrosse players' performance in college level games, provided detailed quality analysis to the coaches.
- Created a shot chart that included: shot made, shot missed, rebounds, fouls and free throws for a minimum of 10 players each game. Results were used to formulate forecast for future games.

ClassWish.org, New York, New York

Direct Marketing Intern June 2013 – July 2013

- Utilized Microsoft Excel to generate and summarize MLB, NBA, NHL and NFL's team contacts. Promoted ClassWish's donation plan with organizations through Twitter.
- Pitched potential companies for sponsorship and created PowerPoint presentations that were used for pitching company sponsorship.

TheCelebrityCafe.com, New York, New York

Marketing Department- Intern Oct 2012 – Jan 2013

- Promoted sweepstakes and ads on company's network and 20+ websites.
- Assisted in digital marketing strategy and social media campaigns; monitored, tracked and reported on paid search metrics such as Google Analytics.

PERSONAL MARKETING PROJECTS

Macy's, New York, New York

Quadrant Analysis Designer Sep 2012

- Used Qualtrics to design a quality survey for consumers at various Macy's locations. Interviewed 30 customers to access their shopping experience. Analyzed the survey results to compute means of importance and performance, utilized SPSS to create a quadrant chart, and then developed marketing strategy for Macy's.