

Yushi Hong

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PROFILE

A proven, motivated communicator and analyst with can-do attitude, leadership experience in social media and promotional environments. A calm personality in the midst of large projects with problem-solving abilities.

CORE COMPETENCIES

Computer Skills: Microsoft Office, SPSS, Google Analytics, Facebook Insights, Adobe Creative Suite, Hootsuite
Language Skills: English, Chinese (Mandarin and Cantonese)

SWOT Competitive/consumer insights Analysis

SEM/PPC Marketing

Graphic Design/Photography/Video Creating

Survey/Questionnaire Design

Media Relations/Corporate Communications

Branding on social media/mobile media

EDUCATION

University at Albany, State University of New York

December 2013

Master of Arts in Communication; GPA: 3.8

Minzu University of China, Beijing, China

June 2012

Bachelor of Arts in Journalism; GPA: 3.5

PROFESSIONAL EXPERIENCE

US-China Network, Charlotte, NC (Remote)

Marketing Project Lead (*Jan 2014-Present*)

- Tracked website and social media activities by using Google Analytics and Facebook Insights, reported performance on key metrics including impressions, conversions, and click-through rates
- Created insights report, leading to optimization recommendations on website's content and integrated marketing strategy
- Built relationships with various stakeholders including non-profit organization, private company, and professional association in relation to branding, membership expansion, and advertising

Excelsior College, Albany, NY

Marketing Intern (*Aug 2013-Jan 2014*)

- Provided fundamental and statistical analyses of media, interactive, and audience to optimize Excelsior's entire presence and the engagement process for target markets
- Oversaw PPC marketing campaigns on Google, Bing/Yahoo, LinkedIn, Facebook and measured ROI to make optimization recommendations, gaining by over 15% new students in 4 months
- Sourced, updated and maintained PPL vendor databases, mastered Excel and Access during the process
- Managed day-to-day communications on Facebook, Twitter, Google+, and LinkedIn to boost brand awareness and to optimize the engagement process for target markets
- Supported customer services and communications to Outreach and other units related to conferences/trade shows, colleges and career fairs

China Mobile, Guangxi, China

Summer Marketing Analyst (*May 2013-Aug 2013*)

- Conducted SWOT analysis, competitive analysis and consumer insights research, leading to strategic recommendations on ad-hoc integrated marketing plans
- Worked closely with cross-functional teams for initiating and collaborating campaigns over mobile media, social networks, and outdoor advertising, gaining over 30,000 new users and 5 million CNY
- Used Excel to identify top sales-loss accounts and regions, facilitating director to propose sales action plans to make up for the profit loss
- Contributed to quarterly and annual marketing statements by making graphs of data and writing analysis reports, increasing work efficiency by approximately 30%
- Interacted directly with clients and built client relationships as a primary client contact in relation to issues of pricing, purchasing, and after-sales services

PROJECT

Organic Organization and Employee Productivity Research

Analyst (*Nov 2013*)

- Developed research questions based on research subject and comprehensive literature review
- Designed questionnaire survey and sampling methods, recruited 100 participants, and examined qualitative survey data to identify feasible insights
- Performed various statistical analyses in SPSS to analyze large datasets, summarized the project and plan for implementation into a final paper, and ensured the quality of research reports