

## JINGJING ZHANG

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**OBJECTIVE:** Seeking a position in marketing research and analysis where I can use my communication and innovation skills

### EDUCATION

**IIT, Stuart School of Business**

Chicago, IL

Master of Science in Marketing Analytics and Communication

Concentration: Marketing Analytics

Expected June 2015

Relevant Coursework: Spreadsheet Modeling, Marketing Research

**Zhejiang Gongshang University**

Hangzhou, China

June 2013

B.S. Marketing

Relevant Coursework: digital marketing, integrated marketing, network marketing

### PROFESSIONAL EXPERIENCE

**Lanzhou New Hope Electronic Co. Ltd**

Lanzhou, China

July 2012

**Sales Manager Assistant**

- Assisted sales manager to created strategy for marketing of electronic office supplies and computers
- Built model to determine demographic factors driving store profitability for retail chain in Lanzhou
- Created inventive ideas for new products in partnership with other services to attract white collar customers, particularly suggested shape-shifting computers and highlighting wifi functions for convenience purpose, increasing sales by \$1.5 million

### RESEARCH EXPERIENCE

- **Creative concept for entertaining marketing:** Elaborated on how entertaining marketing accompanies us in daily life via drama, music and other forms, which connects customers and products on a more mature level
- **Starbucks brand competitiveness in Hangzhou Market:** Applied  $\alpha$ factor to test the survey's reliability: with 11 observation indexes, the factor reached 0.8211 which was greater than the overall 0.7, therefore proved the reliability of the survey

### ACTIVITIES

- Volunteer, Social Welfare of Hangzhou Oct.2011-Feb.2012
- Leader, Student Union of undergraduate college Sep.2009-June.2011

### SKILLS

- Languages: Native Mandarin speaker, proficient in English.
- Computer: Proficient in Microsoft Office Word, Excel, PowerPoint, VB, VFP, SPSS,SAS