Ye Chen

201-423-5151 chenyeeileen@gmail.com 414 Grand Street, Hoboken, NJ 07030

EDUCATION

Stevens Institute of Technology - Hoboken, NJ, M.S in Management, GPA 3.82/4.0   Expected May 2014
Central University of Finance and Economics - Beijing, China, B.S in Sports Economics, minor in Accounting   May 2012

SKILLS

Marketing: Customer relationship, Social media, Online Survey Design, Marketing strategy, Marketing data analytics
Business Development: Strategic Analysis, Financial Decision Making, Statistic Models, Process Analytics and Optimization
Project Management : Event Planning, Team building, Schedule Control, Conflict Resolution, Risk Management
Technical Skills: Microsoft Word, Excel, PowerPoint, Project, R, SAS, SPSS, Moviemaker, Photoshop
Language: Native in Mandarin, Proficiency in English

EXPERIENCE

Office Manager Assistant
United States Postal Service (Stevens Office), Hoboken, NJ   May—November 2013
- Acted as the first point of contact for customers by responding to inquiries and solving problems
- Maintained and updated 2000+ student mailbox information database
- Performed daily financial report, evaluated operation performance
- Supervised and helped develop staff

Marketing Associate
ShineFit Fitness Club, Beijing, China   April—July 2011
- Collected secondary data from website to support the fitness club research
- Liaised with club members by making phone calls, sending letters to maintain customer relationship

Campus Consultant
New Oriental Education &Tech. Group Inc., Beijing, China   March—August 2010
- Planned and executed open houses, presented program offerings to perspective students
- Communicated with students to identify their needs and help them enroll in the appropriate program
- Expanded the New Oriental members in CUFE campus up to 500+

PROJECTS

Customer Choice Project, Hoboken, NJ   April 2014
- Established customer choice model by 3 approaches on the basis of 2000+ dataset , including RFM, linear regression and binary logit, then interpreted the result of these models, highlighted the factors that most influence customer choice
- Optimized the new product mailing campaign by using the result of binary logit model

Conglomerate Inc.'s New Product Segmentation Project, Hoboken, NJ   February 2014
- Implemented ME>XL (Marketing Engineering for Excel) on dataset, concluded the distinct segments present in market
- Summarized potential consumers in each segment and identified their needs, lifestyles, attitudes, media usage habits, and demographics, provided the support for addressing the major market issues

Braincell Internet Advertising Analysis, Hoboken, NJ   January 2014
- Maximized the total net margins by reallocating the budget of 6 countries in the Europe using Excel Solver

LEADERSHIP

Vice president of student council, Beijing   September 2009—September 2010
- Headed cross-functional teams to plan and organize activities on campus such as the new year gala, awarding ceremony
- Responsible for entire recruitment process, including holding information sessions, interviewing candidates and arranging orientation programs, successfully increased the number of members by 25% compared to last year

VOLUNTEER ACTIVITIES

New York Road Runners Finish line Volunteer   April 2013
Hoboken Historical Museum Fund Raising Volunteer   October 2012
Stevens Community Service   October 2012— May 2013