

CAROL (YICHENG) ZHANG

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EDUCATION

University of Virginia, McIntire School of Commerce

Charlottesville, VA

M. S. Commerce, concentrations in Marketing & Management

Expected August 2014

- Core Coursework: Global Strategy and Systems, Marketing and Quantitative Analysis, Customer Value Analytics
- Current GPA 3.50

Xiamen University, School of Journalism and Communication

Xiamen, China

B. A. Advertising

Sep 2009 – Jun 2013

- Core Coursework: Advertising Psychology, Statistics, Customer Relationship Management
- GPA 3.84, awarded First Class Scholarship (2011), Second Class Scholarship (2010, 2013)

The University of Hong Kong, Faculty of Business and Economics

Hong Kong, China

Exchange Student, Majored in Marketing

Sep – Dec 2011

- Core Coursework: Marketing Research, Consumer Behavior, Advertising Management
- Awarded “Li & Fung Scholarship” by Hong Kong Fung’s Foundations

WORK EXPERIENCE

Great Harvest Bread Company

Charlottesville, Virginia

Student Consultant

Oct – Nov 2013

- Analyzed sales performance in past three years of 200 franchise shops and identified problems in management
- Developed strategy plan that was accepted by Great Harvest CEO, will be executed in the next year

Ogilvy & Mather

Beijing, China

Account Executive Intern

Jun – Sep 2012

- Conducted customized focus group and market research for China Telecom, used SPSS to analyze data and helped clients to implement an innovative and actionable marketing strategy for Back to School campaign
- Analyzed traffics data from Google Analytics to assisted China Telecom in evaluating online ad campaign performance
- Strategically developed and executed social media campaign to increase followers by 150% on Official Chinese Twitter
- Received offer for full-time employment upon graduation as a result of positive performance review

Hothamn Marketing Co.,Ltd.

Xiamen, China

Online Marketing Analyst

Mar – May 2012

- Conducted benchmark analysis, social media content analysis and consumer interviews to help local clients identify the existing issues in marketing strategies as a leader of a 4 member team
- Partnered with Software engineers in developing a web analytics tool to better generate information from online word of mouth, helping companies better improve their public relationship management
- Initiated social media plans for clients on a weekly basis, increased a local organic food company online sales by 12%

Propet USA, Inc. China Branch.

Guangzhou, China

SEO specialist Intern

Jul – Aug 2011

- Boosted brand awareness of Propet shoes through SEO and email marketing, updated relevant keywords portfolio and optimized shopping website performance
- Expanded and optimized Customer Relationship Management (CRM) database using Excel and SQL

LEADERSHIP EXPERIENCE

President of Jinqiu Cultural and Literature Association of Xiamen University

Jun 2010 – Jun 2011

- Organized workshops and reading activities twice a month and held a university-wide reading competition
- Increased double association members by implementing a marketing campaign on campus

Group Leader of Research Study on Fusion of Foreign Merchants into Local Culture on Gulang Island

Feb – Jun 2011

- Competed with 1263 teams and awarded Nomination Prize by Challenge Cup Research Competition
- Supported by XMU Student Research Training Program (Top 10%)

SKILLS

- **Computer:** Proficient in Microsoft Office Suite, SPSS software platform, SQL query language, Microsoft Visual Studio, Microsoft Project, CorelDRAW, Adobe Photoshop, Audition, Premiere, Lightroom, Flash, IBM Cognos
- **Language:** Mandarin (Native), Cantonese (basic), English (GMAT 720+5.5)