

AIBAO MA

219 W 22nd Pl, Unit 2, Chicago, IL 60616 • (847)508-9564 • aibaoma@u.northwestern.edu

Business Analyst/Marketing/Research Analyst/Project Management/Business Development

Enthusiastic, result-focused and detail-oriented individual with keen problem-solving and analytical skills. Compleitive, decisive, and committed to professional growth and opportunity. Excellent communication, multitasking, adaptability, and time-management skills shaped from multiple internship experience, strong foundation of education and previous personal business. Qualifications include:

- Strategic Planning
- Business Development
- Team Building & Leadership
- Financial Analysis
- Contract Administration
- Project Planning & Management
- Marketing & Sales Development
- Market Analysis
- Troubleshooting & Problem Solving
- Event Planning
- Estimating & Budgeting
- Forecasting & Scheduling
- Customer Service
- Risk Management

EDUCATION

Master of Science in Project Management, NORTHWESTERN UNIVERSITY, Evanston, Illinois, Jun.2014

- GPA 3.4/4.0

Bachelor of Management in Engineering Management, NANJING UNIVERSITY OF TECHNOLOGY, China, Jun.2012

- GPA 3.6/4.0, **Top 5%** student of the grade, Active student organization leader
- **Awards:** Outstanding Student Leader, Active Individual of Social Practice, Awarded **Eight** Scholarships.

CORE STUDIES

- Financial Accounting
- Managerial Accounting
- Managerial Finance
- Economics
- Marketing
- Operational Research
- Forecasting and Decision
- Uncertainty Analysis
- Business Development
- Program Management
- Bargaining and Negotiation
- Strategic Business Profit(Kellogg)
- Empirical Tools in Marketing Strategy(Kellogg)
- Urban Economic Development and Real Estate Market Analysis (Kellogg)
- Project Funding and Global Capital Markets
- Development and Management of Property
- Engineering Project Financing and Investment Economics
- Construction Project Evaluation
- Construction Business Strategy
- Real Estate Appraisal
- Real Estate Economics
- Real Estate Development
- Engineering Cost
- System Engineering
- Engineering Surveying
- Land Managerial Science
- Project Scheduling

PROJECTS

New Schools, School Improvements and the Effect on Property Values and Community Development Fall 2013

- Conducted the analyzing studies which shows that improved school quality has dramatic effects on nearby property
- Utilized statistical case studies to showcase the effect on real estate values, demographics, and the community.

The data-driven project in Marketing Strategy- Catalog Re-mailing

Spring 2013

- Figured out ways to improve the purchase rate using empirical tools like STATA from 12 years of purchase and promotion data.
- Built logistic regression model to find the best time and appropriate frequency to send the catalogs to customers.

Strategic Business Profit-Improve the business of TEREX

Winter 2013

- Gathered data from public and documented materials to understand the decision process and corporate models, and Tested by a class presentation to the CEO and a senior executive of the TEREX.
- Explored how to maximum advantage and recommend improving the business.
- Conducted the present evaluation and recommend realigning the company to move towards an integrated company.

WORK EXPERIENCE

Business analysis and research intern, Bagley Consulting Group, Chicago, IL

Nov.2014-present

- Conduct financial analysis as needed and assist with Research Initiatives and markets analysis.
- Creating Spreadsheets that will be used for both Project Planning and Financial Planning.
- Generate and Follow Up on Sales Leads (i.e. cold calling, warm emailing, etc.).

Business development Intern, Admitsee, Chicago, IL

Mar.2014-Oct.2014

- Collaborated with CEO to grow brand awareness of edtech site among high school and college students.
- Increased social media referrals from 20,000 users per month to nearly 100,000.
- Researched business development opportunities; compiled Excel spreadsheets of potential partners.

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Intern, Department of Buildings, City of Chicago, Chicago, IL

Mar.2014-Jun.2014

- Assisted the commissioner with the continual implementation of the Department E-plan system.
- Created and maintained the database of permit application and supported the commissioner's troubleshooting of various permit issues.
- Reviewed and checked the customers' application materials and answered various questions of the applicants including the owner, general contractor, subcontractor, and expeditor from the property management company.

Real Estate Project Management Intern, Nanjing Chixia Development Co., LTD, China

Jul.2011- Aug.2011

- Enrolled in the residential & commercial project "Qiting" (**839,500 SF**) in one of the largest leading real estate development companies.
- Assisted the project manager with handling on-site coordination, cost control, construction schedule and quality control tasks.
- Conducted daily project walkthroughs and inspections with engineers and analyzed and cut the cost of the sub-project interior decoration by 1.3%.
- Conducted project meetings with both employees and subcontractors and Maintain good relations with owners, architects, engineers and subcontractors.

Marketing Intern, China Telecom Group, China

Sep.2009-Jul.2010

- Promoted China Telecom new product "e surfing" in Pukou district using intergraded marketing strategy.
- Led and drove marketing team effects by setting goals, assigning team tasks and planning promoted activities which resulted in **200%** increase of user amount.

Project Manager Assistant, Jiangsu Jinhong Construction Co., LTD, China

Jul.2009-Aug.2009, Jul.2008-Aug.2008

- Performed construction organization and planning and arranged job for new workers to effectively optimize workflow.
- Participated in the more than **15** project bidding processes, and became very familiar with project tender-bid procedures.
- Assisted the manager develop the business and win more than **\$1.1 million** project contracts in total.

LEADERSHIP EXPERIENCE

Associate Chair, University Student Association for Science and Technology, China

Sep.2010- Sep.2011

- Set up "project management center" to promote and fund creative innovation projects and researches initiated by students.
- Organized "Wisdom Cup" technology competition which attracted participants from 15 universities.
- Modified the rules and regulations of the Association for more than 300 members, and improved the reputation and influence.

Chair of Publicity Department, Student Association, China

Sep.2009-Sep.2010

- Led members of 6 departments to plan and organize student activities for the college students.
- Established team goals and handled publicity campaigns for more than 20 activities and set milestones for achievement.

Minister of Public Relation, University Student Association for Science and Technology, China

Sep.2009- Sep.2010

- Planned and organized "Companies' Easter Festival" activity attracted students from 15 universities in Nanjing, and raised 3000 dollars funding from merchants.
- Organized on-campus student activities, which involved 6 centers and 15 departments including coordinating staff.

VOLUNTEER WORK

Volunteer The Seventh Structure Design Competition For University Students In East China, May.2010-Jun.2010

- Managed the reception and logistics services for more than 100 participants.

Student Charitable Service Team Member, Aug.2009-Sep.2009

- Popularized scientific knowledge and the concept of low-carbon green life style.
- Communicated with young offender, implemented psychological relief to them and built charitable library which drew the attention of media for reporting.

SKILLS

Language Proficient in English and Chinese.

Computer Microsoft Word, Excel, PowerPoint, PC and MAC, Auto-CAD, Primavera P6, VC++ programming, Stata, SPSS, Financial model in excel, Argus.

Certificate CFA candidate.