YICHENG ZHANG

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EDUCATION

University of Virginia, McIntire School of Commerce   **Charlottesville, VA**
M. S. Commerce, concentrations in Marketing & Management   Aug 2013 – August 2014
- Core Coursework: Global Strategy and Systems, Marketing and Quantitative Analysis, Customer Value Analytics
- GPA 3.38, GMAT 720+5.5

Xiamen University, School of Journalism and Communication   **Xiamen, China**
B. A. Advertising   Sep 2009 – Jun 2013
- Core Coursework: Advertising Psychology, Statistics, Consumer Behavior, Advertising 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
- Awarded "Li & Fung Scholarship" by Hong Kong Fung's Foundations

WORK EXPERIENCE

Kate Spade New York   **Charlottesville, VA**
Student Consultant   Jan – Apr 2014
- Leveraged customer analytics from more than 40,000 survey respondents using SPSS and IBM Digital Analytics to make forward-looking marketing strategy and loyalty program recommendations to Kate Spade
- Identified brand extension opportunities for Kate Spade in new and existing markets by constructing brand hierarchy model and competitive analysis; results were presented to Kate Spade CEO and were adopted for KS new product line

Great Harvest Bread Company   **Charlottesville, VA**
Student Consultant   Oct – Nov 2013
- Improved management quality of franchise chain by analyzing sales performance in past three years of 205 shops
- Developed strategy plan that was accepted by Great Harvest CEO and will be executed in the next year

Ogilvy & Mather   **Beijing, China**
Account Executive Intern   Jun– Sep 2012
- Structured winning pitch presentation for China Telecom's next year service through conducting consumer in-depth interviews, deriving customer insights across multi data channels and creating PowerPoints slides
- Increased followers on official Twitter by 150% by initiating social media plans for clients on a weekly basis
- Analyzed traffic data from Google Analytics to assist China Telecom in evaluating online ad campaign performance
- 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
- Optimized an innovative online media monitoring system utilizing advanced social media content analysis and benchmark analysis in support of clients' brand reputation management
- Developed a web analytics tool to better generate real-time information from online word of mouth, assisting clients better improve their public relationship management
- Increased a local organic food company's online sale by 12% by enhancing website experience through A/B testing

LEADERSHIP EXPERIENCE

President **of Jinqiu Cultural and Literature Association of Xiamen University**   Jun 2010 – Jun 2011
- Achieved 2-month recruiting goal of increasing new association members from 55 to 208 by initiating and implementing a micro-film marketing campaign on campus

Group Leader **of Research Study on** *Fusion of Foreign Merchants into Local Culture on Gulang Island*   Feb – Jun 2011
- Led a group of 12 people to do field research including collecting data and diagnosing existing problems
- Competed with 1263 teams and awarded Nomination Prize by National Challenge Cup Research Competition

SKILLS

- **Computer:** Proficient in Microsoft Office Suite, SPSS software platform, IBM Cognos, IBM Digital Analytics, SQL query language, Microsoft Visual Studio, Microsoft Project, CorelDRAW, Adobe Photoshop, Audition, Premiere, Flash
- **Language:** Mandarin (Native proficiency), English (Full professional proficiency), Cantonese (basic proficiency)