

## POPPY ZHU

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### EDUCATION

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#### UNIVERSITY OF ILLINOIS

Urbana-Champaign, IL

*Candidate for Master of Science in Business Administration*, May 2014

#### XIAMEN UNIVERSITY

Xiamen, CHINA

*Bachelor of Art, Advertising*, June 2013

### EXPERIENCE

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#### OGILVY & MATHER, SOUTHEAST BRANCH OF CHINA

Xiamen, CHINA

##### Copywriter, Creation Department

July 2012 – December 2012

- Collaborated on Brainstorming about consumers insights in Brand Strategy (TVC/PR/Media plan included) and came up with my ideas.
- Advertising copywriting.
- Translated advertising strategy for presentation to persuade our clients.
- Assisted with brand visual and office design reference.

#### Qixing Tour Agency

Xiamen, CHINA

##### Copywriter & Planner

February 2012-May 2012

- Write contents for Social network updates and agency web and printed posters.
- Compile and research for consumer behavior trends and data.
- Making marketing strategy on promotion activities.

#### 《Music in the History of the Western Church》 by Edward Dickinson

Translating

April 2014-till now

#### Students Market Strategy Studio

Xiamen, CHINA

November 2012 – May 2013

- Developed IMC (Integrated Marketing Communication) Strategies for clients.
- Presented the plan to the owner, and negotiated price.
- Participated in carrying the plan out
- 5 successful clients

### SKILLS

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**Language:** Native speaker of Mandarin, Fluent in English

**Computer:** Proficient in PowerPoint/Excel, Familiar with SPSS/ Premier/ Photo Shop

### ACTIVITIES

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Volunteer, Tour guide team, Xiamen University, October 2009 – October 2012

Interpreter & Business Assistant, China Xiamen International Stone Fair, March 2012 – April 2012

Leader, Debate team of Journalism & Communication School, Xiamen University, September 2010 – September 2011

Member, Liaison Department, Xiamen University, October 2009 – October 2011