ShuJi Lin (Joseph)

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PROFILE

- Dedicated professional with a strong interest in business
- Consulting experience with Millward Brown (Kantar Group), IPSOS and AC Nielsen
- Strong communication, customer service and analytical skills and deep insight in FMCG/retail industries
- Willing to relocate

EDUCATION

University of Arkansas, Sam M. Walton College of Business   **Fayetteville, Arkansas**
Master of Business Administration   *expected May 2014*

Shanghai University of International Business and Economics   **Shanghai, China**
- Major: Corporate Finance   *September 2004-July 2008*
- Minor: International Economics and Trade   *March 2006-July 2008*

WORK EXPERIENCE

FedEx Corporate Services (World Headquarter)   **Memphis, TN, USA**
Market Development Analyst (Summer Intern)   *June 2013-Auguest 2013*
- Complete a necessary part of the research and analysis to support a strategic business decision and economic value determined by the project team
- Develop a measurement tool to track success of tactics as well as progress toward strategy rollout/phases
- Analyze competitive intelligence to stay abreast of the global E-Commerce trends and competitive landscape
- Facilitate a mystery shopping project by using competitor's service

AC Nielsen   **Shanghai, China**
Analyst   *August 2012-December 2012*
- Analyzed marketing situations and opportunities for clients, including Philips and Samsonite
- Utilized effective communication with clients to fulfill demand
- Designed project proposals, prepared contracts and supervised all project procedures

'ChangMing' Electronics   **Shanghai, China**
Operational Officer (Self-Employed)   *January 2011-May 2012*
- Assessed customers' buying needs for suitable and reliable computer-related products
- Performed effective price negotiations with manufacturers, resulting in increased annual revenue and stable product sources

Ipsos   **Shanghai, China**
Research Executive   *June 2010-December 2010*
- Executed ad-hoc marketing research projects for Starbucks (taste testing), Unilever (consumer behavior), and Johnson & Johnson (shelf testing)
- Facilitated collaboration between data process and field work departments
- Oversaw project proposals, including cost calculation, data analyses, and progress reports

Millward Brown (Kantar Group)   **Shanghai, China**
Research Executive   *October 2008-June 2010*
- Directed link/preview items for various advertisement campaigns
- Built and implemented an online link database with quality control measurements
- Conducted two major research modules - Dynamic Tracking and BHC, including questionnaire preparation, statistical analyses, and database updates

Target Sourcing Services Asia Ltd.   **Shanghai, China**
Merchandiser Assistant (Summer Intern)   *July 2007-September 2007*
- Managed data entry, including PO, packing list, commercial invoices, documentations to suppliers, and commodity orders
- Coordinated with domestic suppliers and international clients

PROJECT EXPERIENCE

Campbell Soup Company   **Bentonville, AR, USA**
Project Member   *September 2013-Now*
- Visit the retailers (Walmart, Herbs) to learn the category and make suggestions
- Utilize the Nielsen database (Home-scan consumer Insights, and Spectra) to learn consumer behavior of the category
- Facilitate the online marketing survey to learn the shopping behavior and usage of the products in the category
- Conduct the analysis of items, category/segment, competitors, consumers, industry, etc.
- Develop a few go-to market ideas and recommendations

Outdoor Cap Company   **Bentonville, AR, USA**
Project Leader   *October 2013-December 2013*
- Learn the business model of the company and its product
- Do the analysis of the demand for the product
- Utilize different forecasting model to forecast the demand of selected SKUs
- Write the analytical report and make the recommendations

HONORS AND CERTIFICATES

- Certified in Production and Inventory Management   *expected 2014*
- Six Sigma White Belt Certification   *April 2013*
- School Top 10% Students Honor Award   *November 2007*
- School Top 20% Students Honor Award   *May 2007*
- Certificate for Excellent Social Work to Top 5% Students   *December 2006*

LANGUAGES AND SKILLS

- Languages: Mandarin Chinese (Native); American English (Fluent)
- Software: Microsoft Office Suite
- SAP ERP software
- SAS Enterprise Miner Client 7.1
- IBM Rational Developer for System z
- Cobol programming language
- Analytical tools: Stat Tools, Precision Tree