

Xueyan Ma

1429 84th St, Brooklyn, NY 11228 • (917)-963-3285 • xueyan.ma1215@gmail.com

EDUCATION

MBA in Marketing, Long Island University-Brooklyn Campus, GPA: 3.92

Expected Graduation: 05/2015

B.A. in Economics, Henan Agriculture University-China, GPA: 3.3

07/2011

B.A in Business English, Henan Agriculture University-China,

07/2011

EXPERIENCE

www.qunar.com

Marketing Planner,

Beijing, China

02/2013-07/2013

- Organized and developed the integrated marketing project for 3 branches of Marriott (JW Marriott, Renaissance, Courtyard) in 5 different locations (Beijing, Hong Kong, Shanghai, Hangzhou, Haikou), and responsible for execution of the project of Beijing area, created budget reports, documented the final market reports
- Wrote copies and created presentations for Chery (the biggest automotive manufacturer in China), worked with account executive to determine client needs and budget, responsible for oversight customers database
- Gathered customer testimonials and completed marketing research to analyze statistics on customers behavior

New Oriental Education & Technology Group, Inc.

Zhengzhou, China

Marketing specialist,

11/2011-11/2012

- Researched media placements (including newspaper, outdoor advertising, TV and radio), planning, and buying of advertising space.
- Assisted marketing manager in designing effective and attractive ad placement campaigns
- Wrote and proofread copies, assist to create and present marketing plans and events
- Organized and executed events such as conferences, seminars, receptions and exhibitions
- Maintained and updated customer databases
- Conducted market research using customer questionnaires and focus groups

Henan Weijia Automotive Group, Ltd. (NISSAN dealer).

Zhengzhou, China

Sales Representative,

1/2011-11/2011

- Delivered gross income \$1825K after selling 75 vehicles 9 months
- Boosted dealership's car sales by recommending cars inventory boards that were subsequently implemented
- Awarded the best sales person on October based on sales performance; sold 14 vehicles in total in one month

www.besidemicky.com

Online

CEO/ Founder,

12/2008-06/2010

- Created this organization based on the website platform to bring fans together and closer to an international Asian Artist
- The registered members reached 3000 on October 2009, the highest click-rate per day of 8732.
- Supervised 7 departments including Translation, Video Production, Photo Production, Information, Marketing, Information Technology and the Executive Committee to operate daily routine
- Operated various media platforms like Facebook to market the organization to specific target
- Designed and produced merchandising related with the Artist including cloths, towel, mouse pad, bottle etc.
- Negotiated with ticket companies and entertainment company to get discount or free tickets for members welfare
- Organized big celebration events included more than 100 members

Jinan Fangzhi Advertising Company,

Jinan, China

Intern(Executive Assistant)

07/2008

- Answered a high volume of incoming calls and in-person inquires from clients;
- Maintained customer database by inputting and updating customer profiles
- Wrote correspondence; proofed and edited press releases and other documents to ensure accuracy and consistency

VITA (Volunteer Income Tax Assistant)

Tax Assistant

- Organized room for weekly operations and receptions, and collaborated with volunteers to answer client's questions
- Reviewed intake forms and interviewed taxpayers to determine if all income, deductions and allowable credits are claimed, and prepared returns based on information provided

SKILLS

- Fluent and literate in **Chinese-Mandarin**
- Proficient in **MS Office** Word, Excel, Power Point, and Outlook