Michael X. Liu

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PROFILE

Seeking a full-time job position in Marketing& Sales where I can use my marketing analytical awareness, outgoing personality and bilingual communication skills to provide added value to your company. I'm a confident and authoritative speaker with marketing strategy analysis, good time management ability and a high degree of self-motivation. Post graduated MBA Marketing candidate with a passion in sales and marketing and practical experience through internships in these areas.

CORE COMPETENCIES

- **Computer Skills**: Microsoft Office, Google Analytics, SPSS, Qualtrics and basic knowledge of HTML&CSS.
- **Language**: Bilingual proficiency between Mandarin Chinese and English, familiarity with French

EDUCATION

Frank G. Zarb School of Business, Hofstra University, Hempstead, NY   May 2014
Master of Business Administration in Marketing; GPA：**3.6**
- Hofstra MBA/MS Marketing Association
- Hofstra American Marketing Association

Xi'an International Studies University, School of Business, Shaan Xi, China   June 2012
Bachelor's Degree in International Business
- Chairman of the Sports Union Department in Xi'an International Studies University

WORK EXPERIENCE

Career Pro USA, New York, New York
Social Media Marketing Intern   April 2014 – Present
- Content Marketing**:** Creating and managing interesting content by studying users behavior, contribute to start up's user acquisition and retention strategies.
- Fan building: Based on achieving specific ROI objectives, maintain, monitor and lead marketing strategies carried out in different social media platforms to improve quality fans and subscribers, mainly in Weibo and LinkedIn.

Krossover Intelligence, New York, New York
Sports Video Analyst Intern   Jan 2013 – Sep 2013
- Analyzed basketball and lacrosse players' performance in college level games, provided detailed quality analysis to the coaches.
- Created a shot chart that included: shot made, shot missed, rebounds, fouls and free throws for a minimum of 10 players each game. Results were used to formulate forecast for future games.

ClassWish.org, New York, New York
Sales & Marketing Intern   June 2013 – July 2013
- Utilized Microsoft Excel to generate and summarize MLB, NBA, NHL and NFL's team contacts. Made phone calls and email communications to acknowledge ClassWish's donation plan to them.
- Pitched potential companies for sponsorship and created PowerPoint presentations that were used for pitching company sponsorship.

TheCelebrityCafe.com, New York, New York
Marketing Department- Intern   Oct 2012 – Jan 2013
- Promoted sweepstakes and ads on company's network and 20+ websites.
- Assisted in digital marketing strategy and social media campaigns; monitored, tracked and reported on paid search metrics such as Google Analytics.

PERSONAL MARKETING PROJECTS

Macy's, New York, New York
Quadrant Analysis Designer   Sep 2012
- Used Qualtrics to design a quality survey for consumers at various Macy's locations. Interviewed 30 customers to access their shopping experience. Analyzed the survey results to compute means of importance and performance, utilized SPSS to create a quadrant chart, and then developed marketing strategy for Macy's.