Jessica (Yanying) Zhu

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SUMMARY

- Experienced in data analysis
- Experienced in extracting and analyzing data from various sources
- Experienced in SEO
- Outstanding organizational, analytical, problem-solving, and research skills
- Highly motivated team player. A detailed and multi-tasks person. Accustomed to a fast-paced environment and meet deadlines.
- Ability to work independently, assess the role and duties proactively, and work collaboratively
- Enjoy a challenge and work hard to attain goals
- Advanced Excel skills including Pivot Table, Looks Up, Charts

EDUCATION

Clausthal University of Technology   Clausthal-Zellerfeld, Germany
Master of Operations Research; June 2011
Course work: Marketing, Stochastic Simulation, Optimistic Heuristic, Supply Chain Management ,
                Data Analysis, Project Management and Planning, Marketing Research ,Game Theory,
                Markov Chain, Database

Clausthal University of Technology   Clausthal-Zellerfeld, Germany
Bachelor of Financial Mathematics; May 2008
Course work: Statistic, Mathematical analysis, Linear Algebra, Linear Optimization,
                Macroeconomics,   Microeconomics

WORK EXPERIENCE

Tri State Technology Professionals, Inc., *Marketing Assistant*   Philadelphia,PA
September 2012 – October 2014

- Extracted data from Google Analysis, using filters based on the analysis for analyzing customers' activities and marketing campaign in details with charts and explanatory text to support decision making.
- Collected data from competitors, created the competitive landscape profiles, identify the primary or secondary competitors to evaluate market penetration.
- Promoted features website on social media networks and related forums and blogs, increased the traffic by an average of 15%.
- Assisted manager in generating weekly reports, directory submissions and revisions, keyword researching and page structure examining.
- Translated English to Chinese, purchased products from China, communicated with Chinese customers, developed new sale channel in China.

Shungwen elementary school, *Teacher*   New York City, NY
May 2012-August 2012

- Earned high marks for the quality and creativity of classroom teaching, lesson plans and instructional materials used in teaching diverse subjects
- Established positive relationships with students, parents, fellow teachers and school administrators/staff.
- Consistently commended for ability to redirect students exhibiting behavior problems by replacing disruptive, unproductive patterns with positive behaviors. As a result, selected to lead district-wide in-service on classroom management.

Yd.yourdelivery GmbH , *SEO Assistant*   Berlin, Germany
July 2011 – January 2012

- Measured the effectiveness of social media initiatives and report statistics to team on a biweekly basis
- Analyzed market data to construct new indices
- Drafted research reports and presentations
- Translated German to Chinese, communicated with Chinese customers

SKILLS/INTERESTS
- Computer - Proficient Knowledge and Experience in MS Office (PowerPoint, Excel, Word, Outlook), Google Analytics, Google Adwords, HTML, XML
- Language - Mandarin, German, English
- Interests- Photography ,Python (active self-learning)