

Yaqi Liang

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(513)238-3062

EDUCATION

MS (master of science), Marketing

University of Cincinnati, Carl H. Lindner College of Business, Cincinnati, Ohio

Dec 2013

- Received International student scholarship to cover partial college expenses

BS(Bachelor of science), Financial management (Belong to the Accounting department)

Donghua University, Shanghai, China

June 2012

EXPERIENCE

Product Design studio, Cincinnati, Ohio

Aug 2013 – Dec 2013

Program participant

- Conducted Market research via in person interviews to determine client needs and concerns
- Worked with a team to analyze customer interview data
- Constructed model project based on interview data and team's ideas

Maiyadi.com, Beijing, China

Aug 2013 – Dec 2013

Part-time Translator and Editor(Distant work)

- Wrote and translated news about Apple products and their competitors to be used for public consumption
- Received high readership rate among website audience

Online Shop on Taobao.com, China

June 2012- Dec 2013

The shop owner

- Advertised and promoted business via social media to persuade customers to buy artwork
- Answered questions to facilitate successful sales of handmade artwork to clients
- Design the shop's web page which included taking and posting pictures of artwork for sell, wrote introduction and store policies on site to attract customers and ensure high sales

Clean Energy Associates Limited, Shanghai, China

Jan 2012 – Apr 2012

Financial Department Intern

- Input the data to OA system
- Generated the receipts and issue invoices
- Worked as an executive secretary to perform the listed duties

LEADERSHIP AND AFFILIATIONS

Donghua University Student Union

Sep 2008 – June 2010

Member of Sport Department

- Plan and execute school sport activities, make allocation for participants, assist the other departments to carry out campus activities.

Class of Business 0805

Sep 2008- Sep 2010

Leader of Art and Activities group

- Organize the league members' activities, plan and arrange the art show in some celebrated days. Participant in the dance competition of the school. Won the 1st prize in the Dancing competition held in China's Youth Day.

SKILLS AND CERTIFICATIONS

- Computer: Ability to use Adobe Photoshop, Premiere, Audition, Mac OS system.
- Language: Chinese-Mandarin/Cantonese (Can understand most and can say a few.), English.
- Skills and interest: photography, photo and video editing, violin, draping.
- Innovation graduate certificate from University of Cincinnati