

# Maggie (Xi) Han

---

187 Maple Avenue, Uniondale, New York, 11553 • (516)698-6815 • xhan0830@gmail.com  
www.linkedin.com/in/xihan0830/

## EDUCATION:

**Frank G. Zarb School of Business**, Hofstra University  
MBA in Marketing

**New York**  
05/2014

**Zhejiang Gongshang University**  
Bachelor of Business in Insurance

**China**  
06/2012

## PROJECTS:

- **IKEA:** Marketing strategy for IKEA. Analyzed current retail position and organizational structure. Recommendations included company culture, new ways to enter new markets and creating positive image.
- **Micromatic:** Team Leader for a management project. Managed company for a period of several sessions, making a variety of marketing, production and financial decisions. Utilized limited information and past reports to develop forecasts of future performance. Led management team in developing a variety of marketing, production, and financial decisions. Forecasted future performance to maximize long-term profits.

## WORK EXPERIENCE

**KaedeNYC - New York, NY.**

06/2014 – Present

Social Media and Marketing Intern

- Edit and update routine promotional contents on Facebook, Blog, Instagram and Twitter.
- Work with managers on the events and promote the company in the Greater New York area.
- Develop marketing strategies of brand promotional summer campaigns.

**Universal Processing LLC - New York, NY.**

04/2014 – 06/2014

Merchant Sales

- Assist in welcoming new retailers
- Analyzed merchant statement to determine credit card processing rates
- Assisted with overall management responsibilities for Company database

**2010 Shanghai World Expo - Shanghai, China.**

03/2010-06/2010

Director Assistant

- Coordinate details for special guests for opening ceremony
- On-site attendance and management of group lunches and events
- Assist 300 people performance team with training

## SKILLS:

Language: Mandarin (Native), English.

Computer: Microsoft Word, Excel, Access, PowerPoint, StatTools, SAP(Enterprise Resource Plan System)

Social Media: Facebook, Linked In, Instagram, Weibo