

Linlin Zhang

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EDUCATION

2013 Jan- Present	FORDHAM UNIVERSITY, GRADUATE SCHOOL OF BUSINESS	New York, NY
	MBA-MARKETING & FINANCE	
2004 -2008	SHANDONG INSTITUTE OF BUSINESS & TECHNOLOGY	China
	BACHELOR DEGREE-International Business & English	

EXPERIENCE

Sep 2014-Dec 2014	Barneys New York	New York
	Digital Marketing Intern	
	<ul style="list-style-type: none">Assisted to find new affiliate and partnership opportunities; reviewed tracking performance for marketing and affiliate campaigns.Tracked traffic resources and key words performance in Google Analytics to summarize weekly report.Organized and maintained new and existing digital marketing partners site stats, media kits, rate cardsRun competitive analysis and site audit of other retailers	
June 2014-July 2014	Classwish Org	New York
	Marketing Intern	
	<ul style="list-style-type: none">Assisted to launch new merchandise scrip project. Approached to merchandise and negotiated a workable discount percentage for Classwish to precede the new project.Promote the new project to the market through network and schools	
July2013 —Jan 2014	Kungfu Tea	New York
	Intern (Market Research)	
	<ul style="list-style-type: none">Analyzed west of America for juice stores and targeted the market for new franchises.Well maintained store management; tracked inventory storage and ensured supply chainLearnt how to make each product and tested the preferred taste for each district. Execute market localization	
May2013- —July 2013	Argiton USA Inc.	
	Marketing Consulting	
	<ul style="list-style-type: none">General toy marketing research; New products development and marketing development consulting;Engaged in exploring new marketing and management transfer consulting	
2008 –2012	.GOLGEN CIRCLE CO., LTD	Qingdao,China
	Sales Manager-Import & Export Department	
	<ul style="list-style-type: none">Engaged in International Trade in raw food materials; explored potential customer resources and expanded markets abroad. Established a stable client base; sales from clients occupy 30% of overall sales.Analyzed market circumstances and proposed marketing strategy. Negotiated well with clients to accomplish contracts and ensure supply chain with suppliers.	