

JINJING ZHANG

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QUALIFICATIONS

Quick learner eager to leverage training in Economics in an entry-level role requiring strong communication, organizational, and problem resolution skills. Excels in fast-paced environments with challenging assignments requiring strong research and analysis capabilities. Versed in Microsoft Office, including Word, Excel, PowerPoint, and HTML. Bilingual in English and Chinese (native language). Varied work history consisting of paid and volunteer work.

- Researched solutions related to the promotion of mobile banking, determining that the service grows profits due to smaller upfront and ongoing operational costs as part of a class project.
- Studied various types of users, ultimately focusing on the demographic needed to increase total number of overall users particularly in relation to the Korean market and the age of the target audience as part of an academic project.

PROFESSIONAL EXPERIENCE

EASTDAY.COM, Shanghai, China

06/2013 - 08/2013

Marketing Assistant

- Supplied innovative ideas to the marketing group, dually assisting with a project to capture the eyes of a diverse group of people for use on the website.
- Performed market analysis.
- Assisted with the promotion of Eastday's Weibo.

CHINESE STUDENT SOCIETY, New York City, NY

09/2011 - 03/2013

Volunteer

- Posted and showcased events online. Planned and held annual events.
- Facilitated the presentation of a performance of a Chinese student society in Lincoln Center.

CHANNEL YOUNG, Shanghai, China

06/2011 - 07/2011

Office Assistant

- Completed general administrative functions from telephone reception, faxing, copying, and mailing.
- Generated ideas for TV shows for submission to the editor.

EDUCATION

NEW YORK UNIVERSITY, New York, New York

Bachelor of Arts in Economics/Minor: Business, 2014

Select Coursework: Intermediate Macroeconomics, Intermediate Microeconomics, International Economics, Public Economics, Labor Economics, Intro to Marketing, Principle of Financial Accounting, Operation Management, Money and Banking