

Huaimu (Bella) Xing

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EDUCATION

The University of Tampa	December 2014
<ul style="list-style-type: none"> Master of Science in Marketing (GPA: 3.62/ 4.0) 	
Jilin University	June 2012
<ul style="list-style-type: none"> Bachelor of Management in Marketing Class Grade Ranking: 7 out of 41 	

RESEARCH EXPERIENCE

Strategic Marketing Plan for Dock-n-Lock Inc.	January 2014-May 2014 Sarasota, Florida
<ul style="list-style-type: none"> <i>Applied concepts and analytical techniques to a high-technology and innovation-based new venture in the strategic marketing plan</i> <i>Presented the recommendations to clients</i> 	
Marketing Research for Xtreme Xperience Supercar-driving Company	August 2013-December 2013 Tampa, Florida
<ul style="list-style-type: none"> <i>Studied female customer's buying behavior and overall experiences</i> <i>Performed comprehensive marketing research, in-depth interviews</i> <i>Created/distributed surveys to 12000+ participants and completed data analysis</i> <i>Presented results and strategic recommendations to management</i> 	
Integrated Marketing Communication Plan for Amy's Day Spa	August 2013- December 2013 Tampa, Florida
<ul style="list-style-type: none"> <i>Produced a portfolio of multimedia advertising plan and the implement timeline</i> <i>Designed marketing and promotional materials to increase market image and consumer awareness</i> 	
The First-Class Student Innovation Program of Jilin University	May 2011- April 2012 Changchun, China
<ul style="list-style-type: none"> <i>Participated in empirical research on The Influence of Negative Incidences on Brand Image</i> <i>Visited 9 professors in business, sociology and economics areas to determine the model and indicators</i> 	

WORK EXPERIENCE

Student Assistant, Macdonald-Kelce Library, University of Tampa	January 2014- Present Tampa, Florida
<ul style="list-style-type: none"> <i>Managed books in and out using intelligent system</i> <i>Assisted patrons with equipment and multimedia use</i> 	
Show Assistant, Purely Pleasure Horse Carriage Show	Nov. 2014 Bushnell, Florida
<ul style="list-style-type: none"> <i>Coordinated competition time schedule with players</i> <i>Assisted dedicators to arrange the layout of competition fields</i> 	

Marketing Intern, Mr. Empanada Inc.

May 2014- July 2014
Tampa, Florida

- *Researched media buying information (Franchisees)*
- *Designed coupons and posters for holiday seasons*
- *Used Constant Contact Software to send bulk emails for consumer buyers*

Census Enumerator, the Tenth China National Population Census

November 2010
Changchun, Jilin, China

- *Distributed 370 census forms and completed all the information collection independently*
- *Applied the marketing interview skills in the face-to-face research*
- *Selected as one of the best census enumerator*

LEADERSHIP

Student Leader (RA) of the Marketing Major, Jilin University

September 2008- June 2012
Changchun, Jilin, China

Changbai Mountain Project: Project Member, Jilin University

December 2009- July 2010
Changchun, Jilin, China

- *Helped the peasants in Hongfeng Village to set up two winter bases, which became their second resource of income*
- *Won Excellence Award and the Most Diversified Project Honor in Enactus None-Profit Organization*

Sunshine Youth Volunteer Association

September 2008- August 2010
Changchun, Jilin, China

- *Instructed Tai Chi to senior citizens in Jingyang Community*

AWARDS & HONORS

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|---|------------------|
| • Jilin University 1st Scholarship (Top 5% of class) | 2012 |
| • Jilin University 2nd Scholarship (Top 10% of class) | 2010-2011 |
| • Outstanding Student Leader of Jilin University | 2011 |
| • Outstanding Student Leader of Business College, Jilin University | 2010 |
| • Top Ten Outstanding Student Leader of Business College, Jilin University | 2010 |

SKILLS

Languages:

- **English:** Speaking & Writing **Chinese Mandarin:** Native

Technical Skills:

- *MS Office*
- *SPSS Statistics (IBM); SQL*
- *Google AdWords, Google Analytics, Google Drive*
- *Survey Monkey*
- *Constant Contact*