

XIEQI ZHANG

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EDUCATION

Sep 2014- Present	Master of Public Administration , Rutgers, The State University of New Jersey Concentration: Performance Management (Major Concentration National Rank: #7)	GPA 3.93/4.0
Sep 2010- June 2014	Bachelor of Public Relations and Advertising , Hong Kong Baptist University	Honors Student

SKILLS

UI Design, Public Relations, Advertising, Branding, Marketing Research, Statistical Analytics, Professional Communication, Photoshop, Adobe Illustrator, Dreamweaver, MS Office Suite, SPSS, HTML, CSS, JavaScript, Java, R, SQL, Google Analytics, Agile Methodology
Language: English, Mandarin, Cantonese, Korean

PROJECTS

- August 2015-Present Personal Website Development**
- Prototyped website with the mockup tool Balsamiq Mockups
 - Configured an Amazon EC2 Server for hosting my personal website by taking advantage of the attributes of public_html, and developed my website using JavaScript, HTML5, and CSS3.
- More project details at: <http://xieqizhang.com>

- Feb-June 2014 Branding Project for EMOI (Online Advertising Campaign)**
- Monitoring marketing researches, collected data and used R to analyze market trends to address business opportunities and issues, identify EMOI's market situation.
 - Conducted strategic planning and manipulated Photoshop and Illustrator to provide creative executives (webpage graphic design, banner and social media UI design).
 - Created budgeting development plan for the project. Negotiated with brand managers during the whole decision-making process; provided an advertising campaign proposal with a face-to-face presentation to the client.
- More project details at: <https://www.behance.net/gallery/28995053/Online-Advertising-Campaign-for-emoi>

- Aug-Sep 2013 Public Relation Campaign (College Orientation Camp)**
- Launched a PR Campaign consisted of five events for the two-day College Orientation Camp, planned a strategic proposal with other 4 members. Referred Agile Methodology to manage the campaign design process.
 - Responded for the campaign online publicity, manipulated Photoshop and Illustrator to provide creative copywriting with graphic designs, provided an online commercial script and arranged the commercial shooting process.
 - Addressed accidents happened during the campaign process.
 - Conducted online survey, focus group and personal interview to measure performance of the campaign toward the campaign process efficiency and clients' satisfaction, analyzed collected data and provided a report to the sponsors.
- More project details at: http://xieqizhang.lofter.com/post/1d620b1e_7ff0099

EXPERIENCES

- Oct 2015-Present Digital Marketing and Development Intern, NXTfactor, Inc.**
- Be in charge of upcoming creative projects such as newsletter campaign (email marketing).
 - Graphic design with Photoshop and Adobe Illustrator.
 - Assist in creating and optimizing SEM campaigns and coordinated content creation and placement.
- Nov 2011-May 2014 Organizer, 3 Minutes Film Festival**
- As one of the organizers led an eight-member public relations team to plan the campaign proposal and in charge of entire promotion of the festival.
 - Assisted Film Festival's trailer shooting and editing. Liaising with colleagues and key spokespeople, recruited and supervised volunteers to decorate the venue, managed entire event process in the opening ceremony of the Three Minutes Film Festival.
- June-Aug 2012 Strategic Planning Intern, China Institute of Devising**
- Projected in a local Governmental Construction Ceremony; Assisted department manager to provide event planning proposals to the relevant department of the local Government; handled the venue decoration and guests' reception.
 - Engaged in an Ancient Town Tourism Project, produced graphic design for the Ancient Town Tourism Publicity
- Sep-Dec 2011 E-commerce Store on Taobao.com**
- Founded an E-commerce store for creative calendars and postcards on Taobao.com (Alibaba), targeting K-pop fans.
 - Used Photoshop and Illustrator to prototype and design products; conducted social media marketing. Responded for the after-sale service.