XIEQI ZHANG

CONTACT

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www.linkedin.com/in/xieqizhang

PRO SKILLS

HTML5, CSS3, JavaScript,

Java, Python, SQL, R,

Sketch, Photoshop, Illustrator,

Google Analytics, MS Office,

UI Design, Public Relations,

Branding, Marketing Research

LANGUAGES

English, Chinese (Mandarin),

Chinese (Cantonese), Korean

EDUCATION

Master of Public Administration — Sep 2014- Present
Concentration: Information Technology Management (National Rank: #4)
Rutgers, The State University of New Jersey — GPA: 3.93 / 4.00

Bachelor of Public Relations and Advertising — Sep 2010- June 2014
Hong Kong Baptist University

PROJECTS

Web Development — Aug 2015
Prototyped website with the mockup tool Balsamiq Mockups.
Configured Github for hosting my personal website by taking advantage of the attributes of public_html, and developed website using JavaScript, HTML5, and CSS3.
More project details at: http://xieqizhang.com

Product Marketing — Feb-June 2015
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.
More project details at:
https://www.behance.net/gallery/28995053/Online-Advertising-Campaign-for-emoi

Public Relations Campaign — Aug-Sep 2013
Launched a PR Campaign consisted of five events for the two-day College Orientation Camp. Conducted marketing reserches, planned a strategic proposal. 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.
More project details at: http://xieqizhang.lofter.com/post/1d620b1e_7ff0099

EXPERIENCES

Project Management Intern -- NXTfactor, Inc — Oct-Dec 2015
Follow up on web product launching. In charge of prototyping, UI design, time management, and project advancement. Graphic design with Photoshop and Adobe Illustrator. Assist in creating and optimizing SEM/SEO campaigns.
Targeted, executed and monitor email campaign launches and manage email service provider. Creation, testing and updating of HTML emails. Coordination of content creation and placement.
More project details at: http://xieqizhang.com/project.html

Co-Founder -- 3 Minutes Film Festival — Nov 2011-May 2014
As one of the organizers leaded 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 open ceremony of the Three Minutes Film Festival.

E-commerce Marketing — Sep 2011-Dec 2012
Responsibility for online strategy, planning, roadmap development, and execution for attached services on taobao.com. Manage the product lifecycle from conception through product launch and the ongoing service of the product post launch.
Create the product roadmap by identifying competitive and new opportunities using market research and web analytic data to understand customer and business needs.