

## XIEQI ZHANG

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### EDUCATION

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

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### SKILLS

Language: English, Mandarin, Cantonese, Korean

Graphic Design, Campaign Planning and Execution, Marketing Research and Statistical Analytics

Competent with various software applications: Photoshop, Adobe Illustrator, Dreamweaver, MS Office Suit, SPSS, Python, HTML

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### EXPERIENCES

#### Feb 2015-Present **Research Project toward Seoul Metropolitan City Management**

- Engaging in a Research toward performance measurement launched by Seoul Metropolitan Government (Korea), to evaluate the impact of the social media on young generation engagement/participation of the political activities like election (voting).

#### Feb-June 2014 **Advertising Campaign Project for EMOI (a brand of daily living equipment)**

- Analyzed market tends to address business opportunities and issues, and reset the brand's objective with a theme 'EMOIsM'.
- Researched for the project planning (500 respondents' online survey and 100 respondents' phone interview) in the campaign proposal preparing stage; collected data and responded to the data analysis process.
- Utilized Advertising and PR strategies to identify EMOI's market situation; conducted strategic planning and manipulated Photoshop and Illustrator to provide creative executives (User Interface design in webpage, banner and social media) as well.
- 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.

#### Aug-Sep 2013 **Public Relation Campaign Management: College Orientation Camp**

- Cooperated with other four team members, fund raised from the college Whole Person Education Department. Managed a campaign as a team leader; provided a strategic proposal and launched the PR campaign which consists of five events for the two-day College Orientation Camp.
- 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 measured performance of the campaign toward the campaign process efficiency and clients' satisfaction; analyzed collected data and provided a report to the sponsors.

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### Working EXPERIENCES

#### Feb 2013-Aug 2014 **Strategic Planning Intern, NO. 9 Storehouse Culture Communication Corporation**

- Provided strategic proposal contains budgeting plan for the Original Music Festival Project.
- Also projected in a Three Minutes Film Festival for the national college students or filmmakers; responded to the college publicity (including online promotion utilized social media, creative writing via school email system and print ad designs); assisted Film Festival's trailer shooting and editing.
- Recruited supervised and volunteers to decorate the venue; managed entire event process in the open ceremony of the Three Minutes Film Festival.

#### Jun-Aug 2012 **Strategic Planning Intern, China Institute of Devising**

- Projected in a local Governmental Construction Ceremony; was assigned to the project that to build up corporation communication of China Life Insurance Company. In addition, engaged in an Ancient Town Tourism Project as well.
- The ceremony project:** assisted department manager to provide event planning proposals to the relevant department of the local Government; handled the venue decoration and guests' reception.
- Corporation communication building project:** provided ideas for the plan of setting a leisure center about the decoration, and use Photoshop and Illustrator to illustrate ideas.
- Ancient Town Tourism Project:** produced graphic design for the Ancient Town Tourism Publicity (guideposts, brochure and assisted partial website designs).

#### Jun-Aug 2011 **Marketing Intern, Ben Cheng Advertising Company**

- Assisted department manager to conduct market researches for the Volvo commercials on the China Music Radio International Hit FM88.5. Created graphic designed for company's symbolic communication (includes Name Card, publicity press, souvenirs and assisted website design).