



## XIEQI ZHANG

### CONTACT

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### 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

Sep 2014- Present **Master of Public Administration**

Concentration: Information Technology Management (National Rank: #4)

Rutgers, The State University of New Jersey

GPA: 3.93 / 4.00

Sep 2010- June 2014 **Bachelor of Public Relations and Advertising**

Hong Kong Baptist University

### PROJECTS

Aug 2015

#### Web Development

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>

Feb-June 2015

#### Product Marketing

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>

Aug-Sep 2013

#### Public Relations Campaign

Launched a PR Campaign consisted of five events for the two-day College Orientation Camp. Conducted marketing researches, 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](http://xieqizhang.lofter.com/post/1d620b1e_7ff0099)

### EXPERIENCES

Oct-Dec 2015

#### Project Management Intern – NXTfactor, Inc

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>

Nov 2011-May 2014

#### Co-Founder – 3 Minutes Film Festival

As one of the organizers led 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.

Sep 2011-Dec 2012

#### E-commerce Marketing

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.