

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 3.92/4.0

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 Suit, SPSS, HTML, CSS, JavaScript, Java, Google Analytics, Agile Methodology
Language: English, Mandarin, Cantonese, Korean

PROJECTS

August 2015-Present

Personal Website Development

- Prototyped website with the mockup tool Balsamiq Mockups, interviewed 15 friends towards the UI design of each webpage, and redesigned the UI after collecting feedback.
- 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 with 630 respondents, collected data and analyzed 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 with 800+ people targeted, 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 measured 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

Nov2011-May2014

Public Relations Lead, 3 Minutes Film Festival

- Led 8 members PR team to plan the ceremony proposal and assist the entire Film Festival, in charge of the colleges 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.
- 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.

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).