

XIEQI ZHANG

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EDUCATION

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|---------------------|---|-----------------------|
| 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
 - 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. 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.
 - 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

- Oct2015-Present Project Management Intern, NXTfactor, Inc.**
- Follow up on product launches. In charge of prototyping, UI design, time management, and project advancement.
 - 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.
 - Graphic design with Photoshop and Adobe Illustrator.
 - Assist in creating and optimizing SEM/SEO campaigns.
- More project details at: <http://xieqizhang.com/project.html>

- Nov2011-May2014 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.

- Sep2011-Dec 2012 E-commerce Product Manager, Alibaba.com**
- 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 management of the product post launch. Create the product roadmap by identifying competitive and/or functional gaps and identifying new opportunities using market research, customer surveys, and web analytic data to understand customer and business needs.