



## XIEQI ZHANG

### CONTACT

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[www.linkedin.com/in/xieqizhang](https://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, Market 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**

Beijing Normal University-Hong Kong Baptist University International College

### 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

#### Online Branding

- 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

Feb 2016-Present

#### Project Manager – Rutgers University, NJ

- Work for the National Center for Public Performance at Rutgers University, U.S.A. In charge of conference planning, online marketing strategy in social media.
- Creation, testing and updating of HTML emails, launched email campaigns. Responded for all the PR campaign publicity, utilized Sketch to provide creative copywriting with graphic designs.

Oct-Dec 2015

#### Project Management Intern – NXTfactor, NYC

- 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>

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.