XIEQI ZHANG

CONTACT

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PRO SKILLS

HTML 5, CSS3, JavaScript,

Java, Python, SQL, R,

Sketch, Photoshop, Illustrator,

Google Analytics, Ms Office,

UI Design, Public Relations,

Branding, Market Research

LANGUAGE

English, Chinese (Mandarin),
Chinese(Cantonese), Korean

EDUCATION

Sep 2014- Present   Master of Public Administration
Concentration: Performance Management
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

May 2016   Web Development
- Prototyped website with the mockup tool Balsamiq Mockups.
- Configured Github for hosting draft website by taking advantage of the attributes of public_html, and developed website using JavaScript, HTML5, and CSS3. More project details at: http://rutgersncpp.github.io

Feb- April 2016   Research: Social Media and Brand Awareness
- Conducted a capstone project regarding how to better use social media to increase brand awareness
- Design online and on campus survey questionnaire, data collection and analysis. More project details at: http://xieqizhang.com/doc/capstone.pdf

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

EXPERIENCES

Feb 2016-Present   Project Manager - Rutgers University, Newark
- Work for the National Center for Public Performance at Rutgers University
In charge of digital marketing such as social media, SEO, and email campaigns.
- Creation, testing and updating of NCPP's website
- Excute publicity and planning of the NCPP annual conference.

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.

Nov 2011-May 2014   Co-Founder - 3 Minutes Film Festival
- As one of the organizers leaded 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.