

XIEQI ZHANG

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OBJECTIVE

New grad student who has solid marketing background looks for a marketing related position.

EDUCATION

Sep 2014- May 2016 **Master of Public Administration**, Rutgers, The State University of New Jersey **GPA 3.93/4.0**
Concentration: Performance Management

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, R, SAS, Google Analytics, Agile Methodology
Language: English, Mandarin, Cantonese, Korean

PROJECTS

Feb-June 2014 **Online 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 **Digital Marketing for the College Orientation**

- Responded for the campaign online publicity, utilized Photoshop and Illustrator to provide creative copywriting with graphic designs, provided an online commercial script and arranged the commercial shooting process.
- Launch email campaign for the target audience, created email content.
- Conducted online survey, focus group and personal interview to measure 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

Feb 2016-Present **Marketing Specialist, National Center for Public Performance**

- Provided Media plan for marketing the NCPP with setting goals and budget.
- Explore potential clients, conducted SEO campaigns, and set up email campaign on Constant Contact
- Configured and create a new website using HTML, CSS3, and JavaScript, manage new website and implemented marketing tactics to promote the new website.
- Creation, testing and updating of NCPP's website (<http://rutgersncpp.org>), conducted web analysis and provided reports.
- Wrote and posted blog to regularly update of NCPP's stakeholders and community. Managed social media networking sites with graphic design.

Oct 2015-Dec 2015 **Marketing Project Management Intern, NXTfactor, Inc.**

- Follow up on marketing product launches. Assisted supervisor to plan marketing proposal for clients.
- In charge of newsletter design and graphic design for clients, using Photoshop and Adobe Illustrator. Discussed product detail with clients.
- Targeted, executed and monitor email marketing campaign launches and manage email service provider. Creation, testing and updating of HTML emails. Coordination of content creation and placement.
- Assisted in creating and optimizing SEM/SEO campaigns. Collected campaign related data online and conducted web analysis. Reported result to the supervisor.

More project details at: <http://xieqizhang.com/project.html>

Nov 2011-May 2014 **Marketing Manager and Co-Founder, 3 Minutes Film Festival**

- As one of the organizers in charge of planning the campaign proposal and supervised entire promotion of the festival including on campus and online.
- Assisted Film Festival's ad 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.