

## XIEQI ZHANG

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### EDUCATION

Sep 2014- May 2016	<b>Master of Public Administration</b> , Rutgers, The State University of New Jersey Concentration: Performance Management	<b>GPA 3.93/4.0</b>
Sep 2010- June 2014	<b>Bachelor of Public Relations and Advertising</b> , Hong Kong Baptist University	<b>Honors Student</b>

### SKILLS

UI Design, Public Relations, Advertising, Branding, Marketing Research, Statistical Analytics, Professional Communication, Photoshop, Adobe Illustrator, Dreamweaver, MS Office Suite, SPSS, HTML, CSS, JavaScript, Google Analytics  
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>

### EXPERIENCES

- Sep 2016 - Present Marketing Specialist, Carlton Group**
- Design, build and maintain social media (Facebook, LinkedIn, Weibo, etc.) presence, used Photoshop and Adobe Illustrator to create graphical content such as Logo, Social media pictures, Html email templates.
  - Planned and executed all web, SEO/SEM, and display advertising campaigns.
  - Collected digital campaign data and created web analytics report. Provide digital marketing plan for enhancing the online strategies.
  - Managed email database using Mail Chimp, plan and execute email campaign on the system. Explore potential investors' contact and updated the database.
  - Translated documents and built up a Chinese version website using HTML, CSS, JavaScript, and maintain website content on WordPress.
- Feb 2016 - Aug 2016 Marketing Project 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 Project Management Intern, NXTFactor, Inc**
- Follow up on marketing product launches: Created, update and maintain digital product content in content management system such as Shopify. Monitoring and hosting client's website on WordPress.
  - Assisted supervisor to plan digital marketing proposal for clients. Implemented some of the paid search projects such as Pay-per-click ads, and social media ads.
  - Designed, built and tracked results of HTML e-mail and e-mail campaigns. Implemented A/B testing on Mail Chimp. Provided digital graphic production support using Photoshop and Illustrator.
  - Assisted in creating and optimizing SEO campaigns. Collected campaign related data online and conducted web analysis. Reported result to the supervisor.
- Nov 2011 - May 2014 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.
  - Arranged and prepared meetings. Response for preparing all food and beverage and venue arrangement and decoration.
  - 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.

