

Xueting Zhang

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EDUCATION

Cornell University	Sep. 2019-Aug. 2020
<ul style="list-style-type: none">Master's degree, Health Informatics Core Courses: Health Informatics, Research Method, Healthcare Delivery, Data Science, Biostatistics	
Parsons School of Design	Aug. 2017-Dec. 2018
Associate Degree, Fashion Marketing GPA: 3.90/4.0 AAS Dean's Scholarship	
Core Courses: Merchandising Math, Marketing Management, Code toolkit: Python, Fashion Design, Production Method	
University of California, San Diego	Oct. 2014-Aug. 2017
Bachelor of Science, General Biology GPA: 3.92/4.0 ERC Provost Academic Honor; Magna Cum Laude	
Core Courses: Statistics, Calculus & Analytic Geometry, Microeconomics, Developmental Psychology, Neurobiology	

WORK EXPERIENCE

LVMH, E-Commerce Strategy Intern Shanghai, China	3/2019-7/2019
<ul style="list-style-type: none">Drafted RFPs to 7 top consulting firms through communicating with different stakeholders at brand level and group level on digital transformation needs; reached internal alignment and clarification to consulting firms.Independently constructed evaluation forms based on deliverables, approaches, team structures and quotations in order to objectively assess proposals from 7 top consulting firms; improved the efficiency of selection process.Assisted in the launch of <i>Givenchy</i> mini program; brainstormed Ecommerce & Social functions needed to make shopping social, encourage sharing and obtain organic traffic; drafted and refined RFPs to clarify our needs and objectives to agencies to ensure proposal quality.	
Michael Kors (MK), Marketing Intern New York, NY	10/2018-12/2018
<ul style="list-style-type: none">Designed in-store marketing plan for Veteran's Day Campaign by analyzing in-store activities, channel choices and content design for over 20 holiday campaigns by leading fashion brandsConducted analysis of over 10 fashion retailers' loyalty programs to compare rank rating and reward system; contributed to MK's loyalty program improvement in effort to optimize customer experience and improve conversion rateBuilt customer segmentation for targeted holiday mailing based on analysis of customer transactional data, spending trends, and channel preferences with CRM systemAnalyzed results of 3 types of Clienteling lists based on sales data from over 100 stores; used correlation and regression model to examine effectiveness of each list and performance of each store	
Amazon, Marketing Intern Shanghai, China	05/2018-08/2018
<ul style="list-style-type: none">Initiated online brand stores for Amazon-WeChat Mini program for over 150 brands; in charge of content planning including UI/UX design for the program to optimize customer experience, which increases sales volume by 600% within 1 weekAnalyzed weekly sales and inventory data using Excel to facilitate pricing and marketing strategiesConducted 8 competitive analysis of leading e-commerce platforms to identify pricing strategies, merchandising mix, and customer profiles; offered recommendations for digital marketing planning and social media exposure	

LEADERSHIP & VOLUNTEER EXPERIENCE

UC San Diego Health, Crest Program, Marketing Assistant San Diego, CA	09/2016-12/2016
<ul style="list-style-type: none">Conducted market research in over 40 senior housing neighborhoods with surveys and interviews to identify target customers; organized over 10 info sessions for potential clients; in charge of communication and logistical management	
Hunan Association of Students Abroad, HR Director China	01/2014-12/2014
<ul style="list-style-type: none">Initiated a Mentor-Mentee Program to offer customized mentor service for students preparing to study abroad;In charge of talent acquisition; planned 6 recruitment talks and over 10 networking events.	

SKILLS & ACTIVITIES

- Professional Skills: R, MATLAB, SPSS, Python; Microsoft Office Suite; Photoshop
- Languages: English (Fluent), Mandarin (Native)