

MS MARKETING

name@gmail.com

666 Lenox Court, Uniondale, NY, 11553

(516) 444-4444

PROFILE

MS in Marketing with diverse industry experience in Fortune Global 500 and start-ups. Experienced in Google Analytics and SPSS with track record of creating successful marketing campaigns. Strong entrepreneurship and leadership skills.

EDUCATION

FRANK G. ZARB School Of Business, Hofstra University

Hempstead, NY

Master of Science in Marketing, GPA: 3.75

May 2015

Shanghai University Of International Business and Economics(SUIBE)

Shanghai China

Bachelor of Management in International Business, GPA: 3.65

Jun 2013

PROFESSIONAL EXPERIENCE

Tommy Hilfiger, New York, NY

January –April 2015

Retail Marketing Intern

- Recapped and managed all marketing campaigns and creative overview including email, bounce back, handout, and mailer for U.S., Canada and national markets on a quarterly basis.
- Assisted national marketing team with new store opening strategy for US and Canada and with local outreach.
- Updated and maintained quarterly competitive brands information as well as marketing decks for quarterly meetings.

Beimeituan.Inc, New York, NY

June-November 2014

Cofounder

- Ecommerce start-up based on Groupon model with a focus on Chinese customers in US.
- Built partnerships with 28 retailers in food and beverage and beauty industries through membership card program launch.
- Gained 11328 click rates, 600 subscribers, and 400 registered users in four months by creating and maintaining social media platforms through product pricing, demand analysis, and market development.

L'Oreal China. Ltd , Shanghai, China

Marketing Analyst Intern

January-April 2013

- Utilized Nielsen Advisor system to track monthly value shares and evolution of stock keeping units (SKU) including the numbers of the competitor brands, such as H&S, Dove, and Pantene.
- Updated and maintained weekly selling reports of shipment, distribution, and direct purchase channels using SAP.
- Assisted marketing managers with new product launch campaign.

Key Account Management, Intern

September-December 2012

- Processed monthly sales of over 7,000,000 RMB for 400+ key stores using efficient Excel techniques.
- Calculated and approved reimbursements of 400,000 RMB for every store prior to the promotion.
- Tracked the database of 100+ sales people in each store monthly.
- Summarized the locations of all newly-opened stores through advanced Excel using Formulas and Pivot Tables

LEADERSHIP EXPERIENCE

Hofstra M.B.A/M.S. Marketing Association, NY

Vice President

September 2013- Present

- Recruited new members resulting in 20% increase in membership

Hofstra University, Hempstead, NY

Graduate Assistant

November 2013 – May 2014

- Supported the Teacher and Leader Quality Partnerships (TLQP) Program, organized the purchase requests, and class materials

Street Cool Dance Association, Shanghai, China

Vice President

2011-2012

SKILLS

Computers: Advanced Microsoft Word, Excel, and PowerPoint; Google Analytics, SPSS, Adobe Photoshop and SAP.

Languages: Chinese (Mandarin), English.