

# MBA Marketing (experienced)

(516) 777-7777

linkedin.com/in/name

email address

## SUMMARY

MBA in Marketing candidate with internships in digital marketing. Strengths include: analytics, research, and leadership skills. Seeking marketing position.

## PROFESSIONAL EXPERIENCE

### **iAcquire**

**New York, NY**

#### ***Client Solution, Intern***

**Jun 2015-Present**

- Analyze industry trends and best practices to provide clients with recommendations for an action digital marketing plan. Prepare comprehensive and detailed weekly reports on client's website and inbound marketing initiatives
- Manage and report on digital marketing initiatives: SEO, SEM, inbound links, customer segmentations, media buys and social media. Perform detailed and comprehensive keyword research for clients based on SEO best practices and brand standards

### **Publishers Clearing House**

**Port Washington, NY**

#### ***Online Marketing Development, Intern***

**Oct 2014-Jun 2015**

- Assisted with risk modeling on Google, Bing and Yahoo analytics. Analyzed trends on daily basis to forecast impacts on Google Quality Score. Identify and target marketing campaigns by performing numerical and statistical analysis based on PCH 55 MM+ users and adjust applicability
- Performed PCH properties analysis. Determined the potential impact on revenue of running different marketing campaigns to \$38 MM PCH product portfolios
- Designed A/B tested email campaigns sent to 10MM PCH Search&Win users. Increased 32% on revenue and 28% on CTR by introducing a customer segmentation strategy based on the search activity

### **Metropolitan Transportation Authority (MTA)**

**New York, NY**

#### ***Communication & Strategy Initiative, Intern***

**May 2014-Oct 2014**

- Oversaw areas of internal corporate communications and external messaging of MTA. Organized PR events such as the New York Restaurant Week and Air Quality Press Conference. Pitch MTA interviews and documentaries on major networks, including CBS, CNN, BBC, Fox, etc.
- Collaborated with MTA Marketing to conceptualize and produce \$1.9B budgeted Mega-projects' marketing campaigns. Developed and implemented communications strategies through press releases, MTA website updates and syndication of news
- Arranged Public Community Workshop and Building Representative meeting to solve residents' problem, arranged MTA construction site tour with companies and schools from all over the world and reached out schools present to introduce MTA and its transit construction programs

### **SANJIKA, LLC**

**New York, NY**

#### ***Live.sanjika, Intern***

**Feb 2013-May 2014**

- **Xooma Worldwide:** Assisted strategizing digital marketing and social media campaigns, coordinated with spokespeople of Xooma. Enhanced Xooma Worldwide website's traffic by 15%
- **Picture Menu:** Interacted with the client and worked on assigned team strategy for website and mobile application design and further inbound market penetration. Monitored, tracked and reported on paid search metrics such as Google Analytics, Adwords and SEO campaign

## EDUCATION

### **Hofstra University, Frank G. Zarb School of Business**

**Hempstead, NY**

#### ***M.B.A. Marketing, GPA 3.7***

**May 2016**

- *V.P. Marketing Dept.:* MBA/MS Marketing Association, CMO: Asian Business Association-America
- *Research Assistant:* Organized polling and completed marketing reports for News 12 Long Island; collected and analyzed data and demographics from 4000+ Long Island polling sample

### **Huazhong University of Science And Technology**

**Wuhan, China**

#### ***B.A. English, GPA 3.45***

**Jun 2012**

- *President of Student Unions:* Raised \$10,000+ for sponsorship fund; Organized Intramural Sports, Singing, and basketball Competition

## SKILLS/LEADERSHIP

**Skills:** Excel VBA, Google Analytics & Adwords, Photoshop, and Dreamweaver

**Leadership:** Captain of School basketball team, Chief Trumpeter of School Orchestra: Runners-up in National Art Festival, School Debate team, and SKA-Columbia University Karate dojo