

# Mengyu Chen

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## Experience

**AUDITOR INTERN** Deloitte  
Beijing, China • Spring 2013

- Conducted research on China's real estate industry and helped write a proposal for holding a real estate forum
- Categorized and provided support with Deloitte internal database and learned to use AS2 software
- Assisted with day-to-day management and engaged with Deloitte employees across different departments to complete 2 projects

**SOCIAL MEDIA COORDINATOR** Advanced Global Education Strategies Company  
Beijing, China • Spring 2013

- Created and managed Weibo account (similar to Twitter) to promote company's study abroad services
- Designed a questionnaire and provided feedback for marketing strategies
- Met with clients to introduce company's services and helped them complete applications to US universities
- Translated 30 business and recruitment documents from English into Chinese

**MARKETING ANALYST INTERN** Beijing Hyundai Motor Company  
Beijing, China • Winter 2012

- Collected related macro-economic policies to identify the possible influence for the market
- Analyzed sales data in different regions and forecasted the future trends
- Conducted competitor studies by analyzing sales data, promotion policies and features of different vehicles
- Assisted in creating 5 PowerPoint presentations that were included into monthly reports and competitor studies

**MARKET RESEARCHER** Startup Business  
Selling Pasteurized Milk in Vending Machines  
Beijing, China • Winter 2012

- Designed the questionnaire to collect consumers' milk preferences and analyzed the questionnaire results with SPSS and created the report
- Discussed extensively with group members to improve vending machines' functions to ensure user satisfaction
- Interviewed 30 people to find out target consumers' attitude to this new business and their concerns

**MARKETING INTERN** Bank of East Asia (BEA)  
Beijing, China • Fall 2012

- Developed a proposal to build the brand image by collaborating with universities to provide internship opportunities for students
- Created email and phone call template to communicate with university representatives
- Created 2 presentations about work guidelines and dress code
- Researched and wrote a paper about commercial bank marketing in China and provide recommendations for BEA

## Education

**Syracuse University**

Syracuse, NY June 2014

S.I. Newhouse School of Public Communications

Master of Science

Major: New Media Management

GPA 4.0

**University of Wisconsin, Eau Claire**

Eau Claire, WI May 2012

Bachelor of Business Administration

Major: Business Administration

Minor: Economics

Cum Laude, Dean's list, GPA 3.5

## Skills

### Software:

- Word/ PowerPoint/ Excel
- InDesign/ Illustrator/ Photoshop
- HTML
- SPSS/ EViews
- AS2

### Social Media:

Facebook/ Instagram/ Twitter/ Pinterest  
Blogging/ Google+

### Language:

Fluent in written and spoken Chinese

## Extracurricular Activities

- University Movie Club (Vice President)
- GLO-BUS Competition (Team Leader)
- Chinese Culture Club
- Economics Association
- Xiangjisi School Volunteer Teacher
- Clear Vision Eau Claire Volunteer