

Zhang Tingjie

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Intention: product operation, market planning, market operation

Education

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| 2022.08-2024.05 | Georgetown University | Educational Interaction Design and Technology/Master |
| <ul style="list-style-type: none">GPA: 3.79/4.0Honor: Merit-based ScholarshipCore courses: Creation and Design, SPSS, Higher Education Studies, R Language, Design Technology Innovation, Design Studio, Educational Design Research, etc | | |
| 2018.08-2022.05 | The Ohio State University | Economics/Bachelor |
| <ul style="list-style-type: none">Minor: Business and MediaGPA: 3.68/4.0Honor: Dean's list: 2019 -2021Core courses: Microeconomics, Macroeconomics, Excel, Query, Stata, Econometrics, Statistics, Industrial Organization Economics, Python, etc | | |

Internship

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| 2021.06-2021.08 | CHINA ZHESHANG BANK CO., LTD. | Chengdu District - Assistant Manager |
| <ul style="list-style-type: none">Communicate with bond issuers, work with managers to determine subscription prices for a range of bonds based on private debt rating agency reports, and assist in creating demand curves for bond subscription prices.Participate in the bookkeeping work of bond issuance, closely track and record the accumulated subscription amount information to ensure the timeliness and accuracy of the information. Collated data from 500+ interbank electronic systems,According to the bank's monthly business report, in-depth analysis of the currency circulation and credit trends in the market, complete the monthly currency and credit situation analysis report (8000+ words), and provide key data and insights for the bank's decision-making.Provide strategic advice on private debt subscription and bond issuance operations and assist managers in optimizing their operational processes to ensure efficient execution.Assist the manager in the operation of the private debt portfolio, including monitoring the status of bond holdings, tracking market changes, and providing real-time risk analysis and investment advice to ensure the effective operation and risk control of the portfolio. | | |
| 2020.05-2020.07 | Accenture | Consulting Assistant |
| <ul style="list-style-type: none">Conduct market research and establish a consulting framework to ensure comprehensive preparation of the platform before entering new markets.According to the characteristics and advantages of the e-commerce platform, clear market positioning, combined with data analysis report, plan the product development route.Participate in the development of marketing strategies, assist in the completion of business consulting and market reports, and provide business support.Implement operational strategy, including product listing, inventory and order management, optimize processes through data and feedback, improve efficiency and make recommendations. | | |
| 2019.08 | Citibank-Chengdu Elite Leadership Training Program | Leader |
| <ul style="list-style-type: none">Lead the team (6 people) to analyze the feasibility and profit potential of combining new energy vehicles with medical and health services. Conduct field research and collect market data to ensure project information is comprehensive and accurate.Use trend analysis tools to predict industry development and guide the development of product strategy. Covers the market positioning, target users, promotion plan and development plan, the new energy vehicles with the health care industry integration strategy, to ensure the sustainable development of the project. | | |

Project

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| 2022.09-2022.12 | Educational Design Project |
| <ul style="list-style-type: none">Design and issue student questionnaires, conduct teacher interviews, integrate student opinions and teacher opinions, create data charts and teacher feedback summary, and form a structured framework for curriculum improvement.Develop an initial solution using empathy maps and a three-step analysis approach. Communicate the budget and requirements with the mentor, and iterate to modify the proposal to ensure that it meets the project objectives.Proficient in the complete course design process from syllabus to online page production, ensuring a comprehensive presentation of the teaching content.Prepare a detailed project report containing the design concept, implementation process and results. Timely collect feedback information as a reference for future education project design.Results: Completed the project report successfully | |

2021.02-2021.03

Marketing Analysis

- In-depth analysis of Jeni's Ice Cream brand's annual report, studying market dynamics and consumer trends. Power BI tool was used to visualize the data, and SWOT analysis method was adopted to comprehensively evaluate the brand management status.
- Work with team members to comprehensively manage and analyze product and business strategies to ensure a deep understanding of the brand's strengths and weaknesses.
- Based on the above analysis and research results, the target customer groups and market segments are clearly divided.

Evaluation

Professional background: Many years of overseas study and life experience, cultivated a broad international vision and independent and innovative thinking ability. Have a global thinking framework and the dialectical thinking habit of analyzing problems from multiple perspectives. During the internship, have accumulated practical experience, keen insight into industry trends, and proficient in marketing strategies and operating procedure.

Professional ability: Proficient in office software, such as PPT, Excel, etc. Familiar with Stata, SPSS, etc. Master R, Python, etc; Chinese/English can be used as working language.

Personal characteristics: Have a good professional ethics, honest and reliable, with a strong sense of responsibility and dare to bear the courage. Can maintain stable work performance under pressure environment, strong executive force, can effectively complete the task.