

Chicheng Zhang MIS

community.mis.temple.edu/czhang

1100 W Montgomery Ave | Philadelphia | PA | 19122 267-288-8260/chicheng.zhang@temple.edu

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: January 2019
MAJOR: Management Information Systems | MINOR: Business Analytics
Major GPA: 3.6
XIAMEN UNIVERSITY, Tan Kah Kee College, Fujian, China
Bachelor of Business Administration, 2014-2016
Major: Marketing | Excellent Grade Scholarship III: Fall 2015

SELECTED COURSES:

Data Analytics, Data Centric Application Development, Digital Design & Innovation Studio, Digital Marketing, Futures and Options

ACTIVITIES AND AWARDS:

- Project Manager, ASK Interactive Marketing Group, 2014 – 2015
- No.1 in Individual Trade Challenge, Financial Investment Association, 2015
- Vice President, Financial Investment Association, 2015 - 2016
- Member, Association for Management Information Systems, 2017 – present

INFORMATION TECHNOLOGY SKILLS:

Analysis: SPSS, Tableau
Web Development: HTML, PHP, Microsoft FrontPage
Database Management: MySQLWorkBench, Microsoft SQL Server, R Studio

EXPERIENCE: HUATAI SECYRITIES CO., L.P., Nanjing, China July 2017 – August 2017

Intern

- Worked as a Data Analyst Assistant in the data team of Customer Service Center, helped built a temporary database
- Took part in making data graphics as well as writing analysis reports; assisted tested AI customer service systems

HONGKONG PRUDENTIAL, HongKong, China

Winter 2014, 2015

Intern

- Led team of 5 to conduct competitive analysis for market expansion; built business models to predict market size and competitive landscape
- Planned and executed interns' training schedule and content; led team of 7 to take charge of recruiting and interviewing interns as well as daily accommodation & diets
- Rated as Best Popular Team & Excellent Marketing Plan Award and received recommend letter

ASK INTERACTIVE MARKETING GROUP, Fujian, China

Fall 2014 – Fall 2015

Start-up

- Provided Marketing Plans to stores as well as big companies such as MUber (a compus bar) and Bainaohui (a retailer of consumer electronics)
- Helped MUber historicly broke the record for a single-day turnover of \$ 1,600

SKILLS & LANGUAGES:

- Chinese – native speaker
- Securities Association of China, certified, Fall 2014