

Jung Yang

jung.yang@temple.edu

3rd Floor | 108 Tianyu Street | Shilin district | Taipei | 111 | 0909.116.140

SUMMARY:

- Competent in SPSS, Tableau, Microsoft Excel and PowerPoint.
- Knowledge in Regression, Factor and Cluster analysis.
- Marketing major with a focus on market research, retailing and e-commerce.
- Passionate in Market research including the area of Consumer Behavior, Market Assessment, Segmentation, Product Development, Communication Effectiveness, Stakeholder Management and Brand Tracking.
- Excellent interpersonal, organizational, project coordination, presentation and writing skills.
- Internship involves analytic and portfolio management.

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: August 2014

Major: Marketing

Summa cum laude graduate

GPA: 3.87, Dean's List: Fall 2012 - Graduation

Selected Courses:

Marketing Research

Survey Design & Sampling Method

Digital Marketing

Consumer & Buyer Behavior

Value Delivering Network

Information management for marketing

ACTIVITIES:

- Vice president, Taiwan Student Association (Temple)
(Fall 2012 – Graduation)
- Member, Beta Gamma Sigma Temple University Chapter
(Spring 2014 – present)

EXPERIENCE:

Infinity Wines, Shanghai

July 2013 – August 2013

Marketing Intern

- Support management team to develop next year's marketing plan.
- Responsible for evaluating the potential of China's e-commerce industry and provide insights to whether the company should "go online".
- Compiled an hour long presentation regarding to China's e-commerce prospects and brief it in front of Infinity's top executives.

Chinese Student & Scholar Association (St Andrews), UK August 2011 – May 2012

Secretary Director

- Chief liaison of all functions in an organization that has more than 30 staffs and represent the organization in most external affairs.
- Responsible for negotiations to all external parties involving our annual New Year Gala event.
- Helped our organization to hold the "New Year Gala" event at a 40% lower cost comparing to previous year by negotiating better terms with our suppliers.

SKILLS:

- Microsoft Office
- SPSS
- Tableau
- Proficient in English and Mandarin