

# Jia Ying Zhang

Philadelphia, PA | 19122 | 718.839.5989 |

[yingzhang@temple.edu](mailto:yingzhang@temple.edu) | [LinkedIn](#)  
[community.mis.temple.edu/yingzhang/](http://community.mis.temple.edu/yingzhang/)

## EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

**Bachelor of Business Administration, Graduation: May 2024**

**Major: Management Information Systems | Minor: Marketing**

GPA: 3.89 | Business Honors Program, University Honors Program, Dean's Scholar

Dean's List: Spring 2021, Fall 2021

## EXPERIENCE:

Estée Lauder Companies, Bristol, PA

May 2022 – August 2022

### **Account Services Intern**

- Ran daily B2C (Origins and Aveda) and ELC Online sales reports, posting and rejecting orders based on material inventory status, delivery dates, ship-to/bill-to address errors, and other variables
- Created replenishment sales orders for ELC U.S./Canada and third-party warehouses with requested materials and quantity, communicating shipment expediting requests to distribution planning and transportation teams
- Automated bi-weekly open order reports using Excel macros and VBA, decreasing report time from 60 minutes to less than 20 minutes

Temple Student Success Center, Philadelphia, PA

January 2022 – May 2022

### **Peer Assisted Study Session (PASS) Leader: Macroeconomics ECON1101**

- Lead 50-minute study sessions twice a week and used breakout rooms and supplemental instruction activities to facilitate collaboration among an average of four students
- Created two study session lesson plans a week to plan time use, activity structure, and materials covered
- Sourced practice problems from the internet and create practice problems/follow-up questions to measure and check for students' understanding

Fox Center of Executive Education, Philadelphia, PA

August 2021 – January 2022

### **Student Salesforce Worker**

- Used Excel to clean a list of over 2000 Fox MBA alumni profiles, removing duplicate profiles and profiles with missing email fields, and to segment list into two segments based on graduation year
- Created custom fields on Campaign Monitor to create journeys for automated emails based on profile's custom field, segment, and email interactions
- Identified automation opportunities and data inaccuracies between Salesforce, Campaign Monitor, and web forms

## SKILLS & CERTIFICATIONS:

- Node.js, JavaScript, HTML, CSS, SQL, NoSQL, R, Python, VBA
- Microsoft Office, R-Studio, MongoDB, MySQL, AWS, Wordpress, Tableau, SAP
- Google Analytics Individual Qualification, Google February 2021
- Fundamentals of Digital Marketing Certificate, Google August 2021

## ACTIVITIES & AWARDS:

- 2022 Target Case Competition: 3<sup>rd</sup> Place March 2022
- TUMCP International Case Competition: 2<sup>nd</sup> Place March 2022
- RSM Pathways & Campus Automation Challenge Winner January 2022
- Director of Community Learning, Association for Information Systems May 2022 – Present
- Member, Jan 2021 - Present
- Robotics Volunteer, Spring 2021
- Director of Communications, Ascend April 2021 – April 2022
- Member, September 2020 – Present