

Yumin Zhang

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Key words: Communication, Marketing analysis, Relationship building & keeping, Strong English writing skill, Fluent oral English, Microsoft Office

Profile: A precise but outgoing person with strength of character being good at working with teams under high-pressure and changeable environment delivering tasks efficiently and effectively.

Education

Bachelor degree: 08/2015-Present Graduation date: 12/2017 Ohio University(U.S.)
GPA: 3.5/4.0 Major GPA: 3.8/4.0 Major: Strategic Communication Minor: Marketing

Honors

-Dean's List (Top Student)

Working experience

05/2017- 08/2017 **Program Assistant | Auto Business Development Dept.**

Ping An Insurance Company (Group) of China, Headquarters (39th of Fortune in 2017)

- Tracking and analyzing data, making project promotion investigation daily and monthly reports for vendors; providing evidence-driven examination reports of core campaigns for OEMs.

-Checking insurance data up of branch companies, making reports for the backward branch companies for project promotion.

-Assisting to make mid-year sales campaign design, marketing campaign proposal, and business activities; independent completing meeting arrangement and business meeting translation.

04/2017 - Present

International Projects Coordinator

Institute for International Journalism of Ohio University (IIJ)

-Administrating international event planning, global strategic planning and programming of IIJ.

- Publicizing IIJ and its international programs including SUSI, YALI by conducting media events, fact sheet, news release, pre-program questionnaire and media-related writing.

-International visiting journalists' relationship building & keeping.

Campus activity

09/2016 - 05/2017 The Post (School/Local Newspaper) Journalist

09/2016 - 05/2017 Thread (Online magazine) Writer

Volunteer

Programme team leader | United Nations Online Volunteer Goodness Mercy Mission

(Africa)

05/2016 – 04/2017

-United Nations Volunteers programme certification.

-Making organization Needs & Weakness analysis, promoting the development of Table Banking, preparing for the building of Secondhand Market program

- Sharing ideas and promoting for building a sustainable project for underprivileged children's education; building and writing strategic communication proposal for financial independence for rural women in Cameroon.

-Online team management and meeting management.

Volunteer | Lions Club International Distinct Sichuan China

06/2015 - 08/2015

– Assistance for launching and completing charity auction and charity community building of Lions Club International Distinct Sichuan China.