

YICHI ZHANG

LIVE TO **INSPIRE** / EXIST TO **EMPOWER**



PROFILE SUMMARY

- > A skilled communicator with persuasiveness delivers quality presentations
- > A committed team player who facilitates the discovery of unexpected solutions
- > A strategic thinker who inspires peers to produce meaningful creative works



EMPLOYMENT

ZHAODU JEWELRY CO. LTD. – NEW YORK CITY, UNITED STATES

Global Business Accounts Director 01.2013 – PRESENT

Directly work with 20+ global brands across Europe and North America

Attend world major jewelry trade shows and acquire new businesses

Responsible for managing imports and executing global business transactions

J.W.T. – BEIJING, CHINA

Microsoft Account Executive Intern 05.2013 – 07.2013

Monitored Windows 8's Asian market's social media deployment process

Produced a study on the foundational concepts of U.S. TV commercials

Composed creative briefs for Chinese market's print and TV ads

DETECON CONSULTING – BEIJING, CHINA

Automotive Industry Summer Analyst 07.2012 – 09.2012

Conducted post purchasing focus groups with automobile owners

Interviewed BMW and Audi's Beijing office marketing executives

Produced a report on car dealerships' CEM and CRM in Beijing

WELLS FARGO – SHANGHAI, CHINA

Global Trade Service Summer Associate 05.2012 – 07.2012

Analyzed Chinese forex market's performance on a weekly basis

Synchronized clients' information across departmental databases

Responsible for trouble shooting clients' letter of credits transactions



EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY, BRANDCENTER

RICHMOND, VIRGINIA, UNITED STATES 08.2013 – 05.2015

Masters in Creative Brand Management

UNIVERSITY OF THE ARTS LONDON, CENTRAL SAINT MARTINS

LONDON, UNITED KINGDOM 07.2014 – 08.2014

Creative Thinking

COPENHAGEN INSTITUTE OF INTERACTION DESIGN

COPENHAGEN, DENMARK 06.2014 – 07.2014

Interaction Design

FLORENCE INSTITUTE OF DESIGN INTERNATIONAL

FLORENCE, ITALY 05.2014 – 06.2014

Graphic Design

UNIVERSITY OF RICHMOND, ROBINS SCHOOL OF BUSINESS

RICHMOND, VIRGINIA, UNITED STATES 08.2009 – 05.2013

Bachelors in International Business, Management, and Marketing



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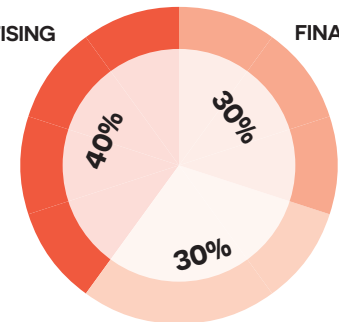
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EXPERIENCE

ADVERTISING

FINANCE



CONSULTING

10+

Years of experience overseeing family jewelry business

9+

Years of experience living abroad independently

2+

Years of experience teaching Chinese at U.S. universities

Persuasion



Ideation



Analytic



Infographic



Presentation



Prototyping



LANGUAGE

English

Mandarin (Chinese)

Cantonese

Italian



INTERESTS



Sneakerhead

200+ pairs of Nike Air Jordans



Creator of #momentsofcheers

100+ happy faces with drinks in photos



Fashionista

1000+ ways to "dress to impress"