

Xiaoying Zhang

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Undergraduate completing the final year of a bachelor's degree. Interested in market research, consumer behaviour, decision-making. Being enrolled in a postgraduated program specialising in Economic and Consumer Psychology

Previous Internship

- **Department of Marketing of Work-Study Programme** **ECNU**
Project Manager *September 2014–June 2015*
I was responsible for the recruitment between companies and students in East China Normal University. The role of my work is an agent to arrange interviews and prepare contracts for the both sides. This work was demanding because I had to consider every possible incident that might happen. However, this work was also rewarding because I learned many social communication skills and the patience.
- **Kantar Retail** **Shanghai**
Researcher Assistant *May 2015–September 2015*
At the beginning of every month, my responsibility was to update the montly report of KFC customer satisfaction research with updated data. Besides, I was responsible for sorting data collected from a qualitative research for Unilever. During this internship, I knew about how a marketing company ran daily and what a marketer would do to carry out a project. Besides, I have known some research methods and analysing methods well from my supervisors. The most precious thing is that I found my interest in this field during this experience and want to apply for a further study.

Education

- **East China Normal University** **Shanghai**
Applied Psychology , First Prize scholarship of academic year 2014 – 2015 *2012–2016*
Related Courses: Economic Psychology/Consumer Psychology/Research Methodology

Technical and Personal skills

- **Languages:** Native in Mandarin, Fluent in English.
- **Industry Software Skills:** MS Office (Advanced), SPSS (Intermediate), Matlab (Beginner).

Interests and extra-curricular activity

- **Interests:** Sports, Watching Roger Federer's tennis, Photography, Travelling, Reading; **Activities:** Publicity in Department of Social Practice of Student Union; Volunteer of ECNU "ShuGuang" Volunteer Service