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| Zhen Wang |
|  | RM 1701, No.7, Lane 55, Long Hui RD, Shanghai, China, 201204 | Mobile: 13524968398 | **Email: candywangzhen@hotmail.com** |
| **Objective:** To devote myself in charity including utilizing best practices and existing models from Western/English-language context and adapting them to local Chinese market. To exploit business and brand expertise and experience in in corporate or non-profit setting | **Summary:** - An enthusiast with over 8 years’ experience in Research and over 5 years’ management experience - Demonstrated leadership skills and takes initiatives.- Exercises excellent interpersonal communication skills.- Enthusiasm for charity work. |
| Education | **Master of Science in Administration in Finance (MSC)**John Molson School of Business, Concordia University, QC, Canada | Spring 2008GPA: 3.6+  |
| **Bachelor of Arts in Economics-Finance****Shanghai Institute of Foreign Trade (SIFT), Shanghai, China**  | 2001- 2005GPA:3.9+ |
| **Shanghai High School**  | 1999- 2001 |
| Work Experience | **Assistant to CEO (2013 Mar. - Now) China Rainbow Consulting** * Provided a comprehensive administrative service for the CEO, such as drafting correspondence, processing mail, organizing travel, and producing minutes, to enable his to make effective use of his time and meet his commitments.
* Assisted in translating from Chinese & English and acted as a point of contact for both internal and external people wishing to contact the CEO, ensuring that queries are dealt with effectively and taking the initiative to identify and handle issues that arise.
* Archived files and contracts, double checked contracts correspondence
* Responsible for updating important data and assisted CEO to do the competitors operation research, and deliver the report of competitor analysis update.
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| **Senior Research Manager – North Asia (2011 Dec. – 2013 Mar.)****Brandtology - Media Intelligence Group Sentia Media*** Doubled number of regional clients in 1 years; clients encompass LVMH, Richemont, CHANEL, adidas, P&G, Kimberly-Clark, VF Corporation, Citibank, Estee Lauder, HP, City of Dreams, Harbour City and more
* Worked closely with sales team and renowned agencies such as Starcom, Ogilvy, Edelman and responsible for leading all research related activities including data management, analysis, and report preparation both for Social Marketing Programs and Social Media Research.
* Managed to turn 90% trial accounts into retainer ones and several of them contribute biggest contracts in North-Asia Region. Also responsible for supporting Marketing with ad-hoc research projects for content and knowledge marketing activities (for example, white papers and info-graphics).
* Built 7 teams of more than 40 analysts to acquire and serve clients in the area of social media analytics, intelligence and consulting for China, Hong Kong, Taiwan, Korea, Japan and several European countries.
* Drove client satisfaction by providing insights and actionable recommendations during trainings or business reviews and also by providing value-added analyses and response to special requests
* Provided tailor-made technical solutions for key customers, such as OgilvyOne, GroupM and coordinate among teams, departments
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| Work Experience | **Senior Analyst/Product Manager, eBaoTech Corporation (Sep. 2008 – Mar 2010)*** Documented & prioritized requirements in Singapore, performed gap analyst goals and coordinated CR analysis & migration
* Couched junior analysts to kept good communication with users and provided consultation services for UAT onsite support and go live process.
* Project Management - Led a team developing EasyPortal, clarified requirements via feedback sessions & Sprint Demo
* Team management - Provided direction to team activities, conducted User Story Planning, managed resources & training sections.
* Took over the solution for Citic-Prudential EP project and assisted in user account management solution design, defect tracking, participated in user interface-related feature solution analysis, design mockups
* Participated in ACE Japan EP Project Solution meetings on translating customer requirements into defined specifications and inspire IT team to develop the right product.
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| **Research / Teaching Assistant Derivatives and Risk Management (Sep. 2005 – Aug. 2008**)**John Molson Business School,** Concordia University, Montreal, QC, Canada* Designed innovative research models, collected supportive data and analyzed with multiple financial software.
* Prepared exam solutions, graded exams / performed analysis by exploiting derivatives / risk management knowledge.
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| **Bank Management Trainee (MT) Merchant’s Bank**, China **(Mar. 2005 – Sep. 2005**)* Rotated professionally in personal/corporate banking and accounting/marketing departments. Provided consulting services and built positive relationships with VIP/ corporate clients.
* Maintained daily accounts operations and verified large transactions/averting fraud.
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| **Languages** | Trilingual in **English**, **Mandarin** and **Shanghaiese** (TOEFL 633/667, CET-6, ETS®TOPE, GMAT) |
| **Professional Skills** | * Microsoft Applications and databases (Excel, Word, PowerPoint, Access, etc)
* Finance Models: Pricing Models, Term Structure Modeling, Corporate Finance
* Quantitative: Regression/ Statistical Analysis, Time-Series Analysis, Dynamic Programming
* Social Media: Social Media Strategy, Market Research, Brand Online Intelligence, Financial Research, Product Management ,Cultural Sensitivity
* Certificate for Teaching Chinese as Second Language ( 2 years teaching experience)
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| **Awards** | Brand Consultancy (Agency of the Year Award 2012) – Bronze Prize, BrandtologyBreakthrough Mindset, BrandtologyBrave Heart - Employee of the Month, BrandtologyCFA Scholarship, CFA Institute and Concordia University Excellent Graduate Award of Shanghai Municipality, China Outstanding Student Scholarship, SIFT, China (5 times) Top Prize in Specialty Scholarship, SIFT/Douglas College, China (2 times ) Award of Honor for Outstanding Student Executive, SIFT, China  |