

Xia Deng

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EDUCATION

American University – School of Communication – Washington, D.C. Aug. 2010 – May 2012
B.A. Public Communication. Minor: Information Systems and Technology. GPA: 3.81 Dean's List every semester
Massachusetts College of Liberal Arts (MCLA) North Adams, MA Sept. 2009 – May 2010
Major: Public Relations. GPA: 3.96 Dean's List

SKILLS

MS Excel, PPT, MS Project, MS Visio, MS Access, Visual Basic, Javascript, HTML, CSS, ASP.NET, SharePoint, iRise
Editing: iMovie, Avid Editing, Final Cut Pro beginner, Photoshop beginner
Social media: Twitter, Facebook, LinkedIn, YouTube, Flickr, Tumblr, WordPress, and Pinterest

WORK EXPERIENCE

Contractor, Pfizer Investment Co., Ltd. (Shanghai) June 2012– June 2013

- Supported Emerging Market Asia regional president to host Regional Town Hall by coordinating the technical issues about the teleconference via WebEx with the Business Technology team based in UK
- Enrolled in the Lyrica product website migration team; prepared sitemap and coding documents to the agency
- Researched Search Engine Optimization (SEO), and provided guidelines on applying the SEO principles to the website
- Wrote newsletter articles on Pfizer products which were published on PfizerWorld Global (Pfizer's primary publication)
- Managed product SharePoint sites and built up intranet pages for various campaigns

Information Systems Intern, China Unicom XingYe Co., Ltd June – Aug. 2011

- Involved in the SIM card production system upgrade project; collected business requirements from each department and SIM card production factories; worked directly with the agency consultants on requirements analysis
- Used Visio to draw Business Process Model for the department to match staff with positions and responsibilities

Grant Making Intern, Global Fund for Children (Washington D.C.) Dec. 2010 – April 2011

GFC is a non-profit organization aimed to advance the dignity of children and youth around the world.

- Used GIFTS database to create 33 annual grantee profiles and analyzed grantee performance data to manage grants allocation
- Researched the development of NGOs in Hong Kong and scheduled meetings with 6 selected NGOs for site visits
- Reviewed grantee proposals, progress and final reports and provided feedbacks through teleconferences; designed newsletters for grantee partners

Administrative Assistant, Condor International Advisors LLC. (Washington D.C.) Sept. – Dec. 2010

Condor is a management-consulting firm that provides strategic relationship management and advisory services.

- Managed business card database, created consulting material binders and clipped news reports
- Assisted in the compilation of the 2010 China Brief Binder, which introduced Chinese history, geography, politics and economy to clients in the U.S.
- Translated business files; drafted business letters to reach Chinese clients

Information Systems Intern, Office of Government Set-up Committee Information Center (Hebei, China) June – Aug. 2010

Office of Government Set-up Committee is a government department in charge of controlling the scale of government positions.

- Enrolled in the E-government construction team and conducted usability testing to optimize the information platform
- Compiled a white paper comparing the U.S. and Chinese government websites on user experience satisfaction
- Uploaded website content and promoted the completion of the project ahead of other 11 counties in Hebei province
- Improved work efficiency of the annual examination of 600 institutions by scheduling appointments for each group

Assistant Director, 2010 Beijing 7th International Education Expo (China) June 2010

BIEE is one of the largest and high-impact international education expo in Asia.

- Oversaw 15 volunteers at the information desk and managed International pavilion for foreign university representatives
- Arranged 6 meetings for foreign college representatives, Chinese top universities, oversea study consulting agencies and the Sina media agency to discuss study abroad programs

TV Production Assistant, TV Studio, Massachusetts College of Liberal Arts (MA) Jan. – May 2010

- Helped students with in-class projects of Basic TV production and Broadcasting
- Performed as the technical director of in-studio production projects
- Produced a promotional video for MCLA using Avid editing

HONORS/AWARDS

Graduate with Latin Honors – magna cum laude (GPA 3.7-3.89) May 2012

Public Communication Award: Best International Paper (School of Communication, American University) May 2012

Member of Public Relations Student Society of America (PRSSA) Feb. 2012

Research speaker in MCLA 8th Annual Undergraduate Research Conference, North Adams, MA April 2010

Paper "The positioning of banks in the Strategic Planning Network" published by the Economics Tribune, China Feb. 2010

National Scholarship for outstanding students, School-Level Merit Student, China 2007-2008 Academic Year

Lead member of Young Graphic Designers Association of Hebei Province, China 2006-Now