




# CHUNJIE SHAN (RUBY)

## CONTACT

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 [www.chunjieshan.com](http://www.chunjieshan.com)

## LANGUAGE PROFICIENCY

English

Chinese (Mandarin)

## CERTIFICATION

Hootsuite Social Marketing Certification

Hootsuite Platform Certification

HubSpot Academy Inbound Sales Certified

HubSpot Content Marketing

HubSpot Inbound Certified

Google Analytics Individual Qualification

## SKILLS

Qualitative/Quantitative Research

4C'S Research

Social Listening

SWOT Analysis

Market & Competitive Analysis

Consumer Planing

Deck Design

Presentation Skill

Project Management

## ASK ME ABOUT

- My favorite podcasts
- My evergrowing book list

## EXPERIENCE

### SOCIAL MEDIA CONTENT CREATOR

Admission Office at Messiah University

**February 2022 - May 2022**

- Presented the features of Messiah university to high school prospective students on Zeemee app by creating the videos and image content

### MARKETING ASSISTANT

The Office of Marketing and Communication at Messiah University

**January 2022 - May 2022**

- Worked with Photoshop or Fireworks to create small web graphics
- Responsible for the update and the department's content management system, including template redesign
- Produced a comprehensive analysis report for eight comparable universities to optimize the content

## EDUCATION

### VCU BRANDCENTER | EXPECTED MAY 2024

M.S Business/Branding

Creative Brand Management

Popeyes - Live Client Project

- Led the creation and execution of a marketing strategy to boost brand appeal and engage the target audience in the fast-food sector

Sheetz - Live Client Project

- Conducted primary and second research for food delivery drivers, leading to successful implementation of new strategy for Sheetz

SoulCycle - Live Client Project

- Developed and executed a marketing strategy targeting busy moms, emphasizing self-care for enhancing customer loyalty

### MESSIAH UNIVERSITY | MAY 2022

B.S. in Marketing

Certificate in Digital Marketing

Project - Bulter Technologies, Inc.

- Achieved first prize in Pittsburg AMA 2022 Collegiate Marketing Plan Competition through market research and targeted strategy

Leadship

- Chinese Club Vice President  
*September 2019 - May 2020*