

Alexander Z. Liang

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Objective:

To obtain a summer internship and to apply skills in marketing

Education:

The Pennsylvania State University, University Park, PA

Bachelor Degree of Marketing with a minor in Psychology

Expected Graduation: May 2012

Cumulative GPA: 3.76/ 4.00

Honors:

WKBJ Scholarship, four year recipient

Fall 2008-Present

Leadership:

Penn State Marketing Association, Senior Executive Associate

Fall 2008-Present

Fundraising/Sales Division

- Administered and executed the PSMA Discount Card, a \$2,100 project between ten downtown businesses and university students
- Actively collaborated once a week to brainstorm ways to fundraise for all PSMA activities resulting in over \$7,000 in operational funds
- Developed and conducted Headshot focus group to spread awareness to university students

Sports Marketing Division

- Created and implemented marketing plan for the Penn State Wrestling Team optimizing word of mouth through street promotions and media coverage

University Park Undergraduate Association (UPUA) Project

- Conducted UPUA focus group to enhance awareness of the student government on and off campus
- Wrote a UPUA analysis to generate strengths and weaknesses to improve their website

Chinese Connections

Spring 2009-Present

Public Relations

- Publicized to university students and faculty to increase attendance and awareness of the Chinese culture through guerilla marketing, advertising, and e-marketing
- Participated in weekly meetings to modify structure and to provide ideas to improve the organization

Faststart Mentoring Program

Fall 2009-Present

Newsletter Team

- Organized and wrote newsletters for the Alumni Association
- Facilitated board members in conducting orientations for new first year students

Experience:

Sales Associate, Best Buy

April 2006-Present

(Rockaway, New Jersey)

- Assisted the department supervisor with daily operating tasks to improve the working atmosphere
- Engaged in verbal contact with over 1,000 customers on a daily basis in a retail environment

Teaching Assistant, Business Seminar

August 2009-Present

(University Park, Pennsylvania)

- Aided professor in teaching the class discussing multiple business topics
- Managed the attendance book and in class activities
- Provided office hours for students to gain more business knowledge