



ZEHUI CHEN

PRODUCT ANALYST | MILITARY SPOUSE

Contact

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LinkedIn

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Website

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Education

Expected 2025

Master of Business Administration (MBA)

Boise State University

GPA: 3.91/4.00

Award: Full Scholarship

2017 - 2021

B.A. in Chinese Language and Literature

Guangdong University of Foreign Studies

Certifications

- Google Analytics for Beginners
- Hootsuite Social Media Marketing Certificate
- Pendo Product Analytics Certification

Work Permit

F1 Visa CPT

Green Card (Pending)

No sponsorship needed

Language

SQL

English

Cantonese & Mandarin Chinese

MBA student with experience in marketing analysis and a Product Analytics Certification, seeking a Marketing Analyst/Strategist role to leverage my skills, support strategic marketing decisions, and advance my career in Product Marketing

WORK EXPERIENCE

Global Bound LLC

05/2024 - Present

Marketing Outreach Intern

- Redesign the website using WordPress, ensuring high functionality, responsive design, and a consistent user experience
- Create and optimize design elements, including wireframes, prototypes, and mockups, while updating based on user feedback, and analytics
- Track and analyze user interactions with the website and social media using Google Analytics, generating performance analysis and actionable insights to optimize marketing strategies and improve website display

Sunlit Ltd.

10/2020 - 01/2021

Marketing Analyst

- Leveraged advanced Excel skills to analyze marketing data, including clicks, add-to-carts, sales, conversion rates, and ROAS, to identify top-performing strategies and prioritize improvements.
- Developed and presented data-driven reports to supervisors, enhancing decision-making processes.
- Collaborated cross-functionally with social media influencers to execute integrated marketing campaigns, resulting in 41 new customers and increased traffic and sales.

Pinge Bakery Store, Guangdong University of Foreign Studies 2018 - 2019

Business Analyst

- Collaborated with the manager to evaluate new product suppliers, focusing on cost, delivery efficiency, and payment terms to ensure budget adherence.
- Used advanced Excel skills to analyze monthly sales and inventory data, creating forecasts for informed purchasing decisions.
- Developed reports to demonstrate trends and demand forecasts, supporting strategic decision-making and inventory management.

REFERENCES

Trisha Stevens Lamb

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