Jienan Wang

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Highlight

Aspiring marketing scholar with a background in computer science and business administration, plus 9 years of experience in digital marketing and consumer behavior. Skilled in leveraging behavioral insights, data-driven strategies, and cross-cultural approaches to optimize customer experiences. Passionate about decision-making, social influence, and compensatory consumption research across cultural contexts.

Education

Arizona State University — Jan. 2024 – May. 2025 (Expected)
Master of Business Administration (MBA) — *Tempe, AZ*

- **Relevant Coursework:** Customer Research and Analytics, Delivering Outstanding Customer Experiences, Organizational Behavior
- **Key Projects:** Designed experiments using Qualtrics to study perceived value's impact on loyalty; applied Python and R for data analysis

Nanjing Forestry University — Sep. 2011 – Jul. 2015
BS, Computer Science — *Nanjing, China*

- **Core Courses:** Calculus, Linear Algebra, Statistics, Data Structures and Algorithms, Database Management Systems, Operating Systems, Artificial Intelligence Basics

Professional Experience

Founder — January 2016 – Present
Jienan Wang Consulting Service — *Phoenix, United States*

- **Personal Brand Development:** Built a high-impact online presence with 200,000+ followers, driving millions of views on social media platforms focused on art, culture, and personal growth. Invited by Chinese publishers to write the first draft of a book
- **Content Monetization (toC):** Converted traffic into revenue through consultation services for 200+ young clients (18-25 years old), with an average transaction value of $50-$100
- **Advertising Partnerships (toB):** Collaborated with brands like Bear app, Chanel, and lifestyle events for targeted advertising and promotional campaigns

Co-founder — January 2024 – Present
Furship — *Phoenix, United States*

- **Online Marketing:** Led the enhancement of the official website and Instagram, driving online sales to account for 85% of total revenue
- **Supply Chain Integration:** Collaborated with Chinese suppliers to optimize the supply chain, reducing warehouse costs by 15%. Currently developing an automated shipping system to improve logistics efficiency

Store Manager — August 2022 – November 2024
Icho Izakaya — *Mesa, United States*

- **Operations Management:** Oversaw day-to-day restaurant operations, ensuring smooth service and efficient workflow
- **Social Media Development:** Built and maintained the restaurant's social media presence, enhancing brand visibility
- **Influencer Engagement:** Coordinated with local influencers to visit the restaurant, increasing awareness and attracting new customers

Online Marketing Director — May 2019 – November 2022
SIA International Art Education — *Beijing, China*

- **Developed Strategic Content:** Designed and implemented cross-platform marketing strategies for 37 accounts, increasing audience engagement by 300%
- **Led Team Expansion:** Restructured and expanded a 35-member team, improving collaboration and operational efficiency

- **Drove Revenue Growth:** Secured contracts worth $3 million through targeted online campaigns and community engagement

Marketing Manager
March 2017 – April 2019
Chinese Weekly
Beijing, China

- **Executed Cultural Marketing & Event Strategies:** Generated 10 million+ exposures through strategic partnerships with institutions like the British Museum and Tate Art Museum
- **Oversaw Editorial Production:** Managed the publication of Chinese Weekly magazine (print and digital)
- **Led Advertising Sales & Media Planning:** Organized cultural events and secured advertising partnerships with brands like La Mer, Gucci, and Chanel

Marketing Specialist
July 2015 – June 2017
Tsinghua University
Beijing, China

- **Created Digital Content:** Led campaigns that achieved 10 million+ views on mainstream social media platforms with a limited budget
- **Directed Exhibitions:** Led large-scale national exhibitions, including the Tsinghua Painting Annual Conference
- **Produced Creative Media:** Created artist microfilms, enhancing engagement through digital storytelling

RESEARCH EXPERIENCE

Organizational Behavior Project: How to Make Empolyee from Good to Great
January 2024
Arizona State University
Tempe, AZ

- Conducted experiments to analyze consumer loyalty in subscription-based services, integrating statistical modeling in Python and R
- Designed behavioral studies on employee satisfaction and managerial behaviors, applying Qualtrics for data collection and interpretation

Entrepreneurial Research: Itemwise
July 2024
Individual Project
Pheonix, AZ

- Developed a Retrieval-Augmented Generation (RAG)-based product search engine to improve personalized recommendations
- Investigated consumer responses to AI-driven content, focusing on emotional engagement and decision-making confidence
- Built structured databases for user data analysis, addressing challenges in cognitive overload and decision fatigue

VOLUNTEER & COMMUNITY ENGAGEMENT

Non-Profit Organization for Housewives (Virginia): Conducted workshops to empower Chinese F-2 visa holders through skill-building and personal development.

Women's Prison Outreach (Arizona): Delivered training on influence and negotiation to incarcerated women, equipping them with essential life and interpersonal skills.

CERTIFICATIONS & AWARDS

Certificate in Psychology (Satir Model), Beijing Normal University (2018)

TECHNICAL SKILLS

Quantitative Tools: Java, Python, SQL, MATLAB

Behavioral Tools: Qualtrics

Analysis Tools: Excel, Azure, Tableau

LANGUAGES

English (Fluent), **Mandarin Chinese** (Native)