

Qing Yuan

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EDUCATIONAL BACKGROUND

University of Arizona, Tucson, Arizona

Ph.D. Candidate in Marketing with MIS Minor, expected to complete in May 2026.

Dissertation Committee: Yong Liu (Chair), Mrinal Ghosh, Shane Wang, and Matthew J Hashim

University of Rochester, Rochester, New York

M.Sc. in Marketing Analytics, completed in May 2016.

Shanghai University of Finance and Economics, Shanghai, China

B.A. in International Business, completed in May 2015.

RESEARCH INTERESTS

My broad interest is in the digital perspective of marketing, particularly in new/digital media and online advertising. Specifically, I am interested in studying consumer and user insights in the digital age and firm's technology enabled strategies. I am an empirical modeler and also have used behavioral methods including surveys to study research questions in these areas.

WORK IN PROGRESS

"Impact of Real-World Events on Virtual Behavior: The Case of Sports Video Games" (with Yong Liu), currently preparing manuscript.

"ChatGPT as a Driving Force in the Start of New Enterprises" (with Matthew J Hashim), currently recollecting data.

TEACHING EXPERIENCE

- Digital Marketing (Instructor, Undergraduate Level Course, Fall 2024)
- Digital Marketing (Guest Lecturer and Teaching Assistant, Graduate Level Course, Fall 2023)
- Marketing Analytics (Teaching Assistant, Undergraduate Level Course, Fall 2019, Fall 2020, Spring 2024)

RESEARCH PRESENTATION

XLI Annual Doctoral Symposium in Marketing, University of Houston (April 2024)

GRANT RECEIVED

Qing Yuan and Nooshin Warren, "Does Governmental Subsidies Increase Innovation: The Effect of Political Ideologies," funded September 2019 by Eller College of Management, University of Arizona. Funding: \$3000.

HONORS AND AWARDS

Academic Excellence Award, University of Arizona, United States, 2020

Dean's List (3 times), University of Rochester, United States, 2015-2016

Shanghai Outstanding Graduate, Shanghai U. of Finance and Economics, China, 2015

Outstanding Scholar and Researcher, Shanghai U. of Finance and Economics, China, 2015

Excellent Student, Shanghai U. of Finance and Economics, China, 2015

National Merit Scholarship, Shanghai U. of Finance and Economics, China, 2014

Distinguished Scholar for Overseas Study, Honored Exchange Program, University of Western Sydney - New South Wales, Australia, 2013

People Scholarship (top 10%, 5 times), Shanghai U. of Finance and Economics, China, 2011-2015

PROFESSIONAL EXPERIENCE

24-7 International - Pine Brook, NJ

Dec. 2017 - June 2019

Digital Marketing Analyst

Researched, interpreted and analyzed online data to optimize digital marketing strategy for travel accessories.

- Created and optimized website SEO strategy by analyzing organic performance.
- Led PPC campaign from scratch and tuned components including Ad Copy, Bid Prices, Keywords, etc.
- Developed and tracked traffic from other sources such as influencer partnerships and Instagram Ads.
- Tracked key digital marketing metrics of campaigns, measured campaign performance, and optimized based on insights to increase conversions.

Nitro Digital - New York, NY **Aug. 2016 - Dec. 2017**
Quality Assurance/Junior Project Manager

Delivered strong support for digital production projects with global pharmaceutical clients.

- Communicated effectively on the quality of the web, mailer, and CRM deliverables.
- Enforced quality standards with understanding of data analytics best practice.

Institute of Consumer Behavior Science, SUFE **Sep. 2014 - June 2015**
Research Assistant

- “Randomness-Creativity Relationship” marketing study, lab experiment.
- “Impact of Photo Taking on Taste Cognition” marketing study, lab experiment.

Air Products - Shanghai, China Headquarter **Jan. - Mar. 2015**
Direct Marketing Assistant, Intern

Researched and explored new market demands and reported industry trends.

- Analyzed project data to segment potential buyers.
- Cold-called 20 prospects daily to effectively determine exact gas usage and source.
- Generated 23 new leads in three months with a 70% conversion rate.

L'Oréal - Asia Pacific Sourcing Centre **June - Nov. 2014**
Purchasing Assistant, Intern

Investigated cost for domestic transportation of Japanese suppliers and managed price fluctuation in ERP system.

- Created freight collection form, provided filling explanation to suppliers, and arranged received feedback.
- Coordinated raw material and packaging price throughout Asia with lead buyers.