

HAOXU WANG

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EDUCATION

Bachelor of Arts - Strategic Communication & Public Relations; Strategic Management Minor

University of Minnesota, Twin Cities

Anticipated December 2025

Minneapolis, Minnesota

GPA:4.00 | DEAN'S LIST: FALL 2022, SPRING 2023, FALL 2023, SPRING 2024, SPRING 2025 (Top 1% of the class)

Scholarships: Lund Fellowship (two semesters), Thomas Bartikoski Memorial Scholarship (two semesters)

WORK, INTERNSHIP AND VOLUNTEER EXPERIENCE

Teaching Assistant – Business Administration Course (BA2051)

Carlson School of Management, University of Minnesota

September 2024-Present

Minneapolis, Minnesota

- Assisting the professor in preparing commercial data analysis reports, providing targeted feedback, and support to help students improve their analytical thinking.
- Helped over 200 students use tools such as Excel, Tableau, and Python to visualize data and solve practical business problems.
- Reviewed and graded assignments, exams, provided feedback on analytical thinking, and helped optimize student understanding.
- Assisted in grading and maintaining learning records; supported course operations and improved teaching effectiveness.
- Provided career-relevant learning suggestions to help students apply business analytics in real-world contexts.

International Marketing Trainee

Era Biology Group

June 2025-August 2025

Tianjin, China

- Developed and maintained strong relationships with over 10 clients across Europe and South America, strengthening the company's global business network.
- Collaborated with the international sales team to create promotional brochures and design marketing campaigns aimed at increasing brand visibility and awareness in global markets, resulting in establishing partnerships with two major regional distributors.
- Contributed to the design and optimization of the company website, enhancing user experience and improving accessibility for international clients.

Account Executive Internship

Ogilvy & Mather China

June 2024-August 2024

Shanghai, China

- Participated in marketing campaign planning (TV commercials, outdoor, and new media), collaborating with creative and strategy teams to ensure alignment with marketing objectives.
- Assisted with client management, maintained client databases, and compiled competitor intelligence to support strategic marketing decisions.
- Used SEO tools (Google Keyword Planner, SEMrush, Hootsuite) to analyze keyword trends and user behavior, boosting brand exposure.
- Collected and organized media exposure data, summarized campaign insights and provided data support for strategy reviews.
- Supported the development of client reports and dashboards, enhancing reporting automation and accuracy.

Middle School Earth Science Teaching Assistant

Murray Middle School

January 2023-May 2023

St. Paul, Minnesota

- Delivered real-world Earth Science lessons, designed experiments, and guided students in data interpretation and spatial reasoning.
- Helped students understand geological phenomena through modeling and hands-on activities.
- Promoted student engagement and critical thinking using data-based teaching techniques.

AWARDS

- Dean's List, University of Minnesota – Five consecutive semesters (Fall 2022 – Spring 2025)
- Kappa Tau Alpha Honors Society Membership
- Google Analytics Certification 4 Advanced & Google Prompting Essentials Certification

SKILLS

• English (TOEFL 110)	• German (A2, University of Minnesota Certification)
• Adobe (PR, AE, LR, PS, InDesign, Firefly, Express)	• Google Suite (Google Analytics, Drive) & SEMrush
• Microsoft Office (Excel, PowerPoint, Word, Project)	• RStudio & Python & Qualtrics