
Summary

Experienced ethnographic researcher with strong qualitative and quantitative analytical skills. Highly adept at designing and implementing targeted and innovative methodologies. Sound skills in collection and interpretation of data using semi-structured/open-ended interview formats, questionnaires, participant-observation and coding.

Education

Cornell University , Ithaca, New York <i>Ph.D. in Sociocultural Anthropology</i>	8/2002-8/2010
Harvard University , Cambridge, Massachusetts <i>Masters of Arts in Regional Studies East Asia</i>	9/2000-6/2002
University of Washington , Seattle, Washington <i>Bachelors of Arts in Cultural Anthropology</i>	9/1994-6/1998

Advertising & Market Research Experience

Center for Development Research , University of Bonn, Bonn, Germany <i>Visiting Researcher</i>	1/2008-present
<ul style="list-style-type: none"> Analyzed data on advertising and branding in China Mentored students in research analysis and write-up Contributed to project proposal and concept development 	
Cornell University , Ithaca, New York <i>Doctoral Degree Research</i>	8/2002-8/2010
<ul style="list-style-type: none"> Studied Chinese consumer culture, advertising, branding, corporate culture Analyzed different cultural conceptualizations of creativity and impact on advertising and brand production processes Examined agency and client approaches to brands with focus on strategy development and product positioning in consumer electronics market using anthropological and other social scientific frameworks Designed questionnaire to investigate employee attitudes toward work practices 	
Ogilvy & Mather Advertising , Strategic Planning Division, Beijing, China <i>Intern</i>	7/2005-5/2006
<ul style="list-style-type: none"> Designed initial methodology of action plan for study of creativity in Chinese culture and society Analyzed various Chinese regional and geographical marketing strategies for Ogilvy Public Relations "Branding States" initiative Contributed analysis of Chinese leisure culture to consulting project on Chinese beer drinking behavior 	
Harvard University , Cambridge, Massachusetts <i>Masters Degree Research</i>	9/2000-6/2002
<ul style="list-style-type: none"> Studied marketing strategy, consumer behavior Examined marketing strategies of domestic and international companies selling women's personal care products marketed in various retail setting in Beijing Assessed displays set up in large shopping complexes Analyzed packaging forms and attendant textual messages 	

Sale and Operations Experience

Big Red Barn Professional & Graduate Student Center, Cornell Univ., Ithaca, New York 8/2003-5/2005
Assistant Operations Manager

- Balanced Center's \$40,000 operations budget
- Trained and supervised staff of 11
- Managed weekly happy hour event for 100+ students and faculty
- Promoted to assistant manager after 1 year

United Warehouses, Seattle, Washington 8/1998-8/1999
Account Representative

- Coordinated client inquiries regarding shipment of products to storage and client sites for 3rd-party logistics and distribution firm
- Monitored stock balances for 24 accounts
- Processed shipment information for billing purposes
- Promoted to account representative position after 6 months

Skills

Languages: English (native); Mandarin (fluent); German (proficient)

Computer: Microsoft Word, Excel, PowerPoint; Google Docs, Basic HTML

Selected Honors and Awards

Research Travel Grant, Society for the Humanities, Cornell University 2008
Honorable Mention, Ford Foundation Diversity Pre-dissertation and Dissertation Fellowships 2003 & 2007
Foreign Language Area Studies Fellowship (Mandarin), US Department of Education 2003-2005
SAGE Fellowship (Doctoral Studies Fellowship), Cornell University 2002-2006
Graduate Prize Fellowship (for Underrepresented Ethnicities in the Humanities and Sciences), Harvard University 2000-2002
Athletic Scholarship for Women's Varsity Track & Field, University of Washington 1994-1998

Additional Information

Co-organizer for Graduate Student Conferences 12/2004

- "Tensions, Conflicts, Transformations: Chinese Worlds in the Post-Reform Era," Cornell University
- 4th Annual Harvard East Asia Society Graduate Student Conference, Harvard University 3/2001

Treasurer, Anthropology Graduate Student Association, Cornell University 2003-2004
Assistant Dudley House Fellow for Outings, Dudley House Graduate Student Center, Harvard University 2001-2002
Tutor, Refugee Transitions, San Francisco, California 1999-2000
Women's Varsity Track & Field Team, University of Washington 1994-1998

Personal Interests

Sports: Running, Volleyball, Badminton, Hiking

Cooking: Regional American, Chinese, and German cuisine

Literature and Film: Historical novels and classic American and modern East Asian horror films.