

LIANG SAMANTHA ZHANG PH.D.

250 W El Camino Real, Apt. 5307, Sunnyvale, CA 94087

(650) 284-6932

SamZhang@BrilliantAccess.com

SUMMARY OF QUALIFICATIONS

Communication: I am an active listener and a practiced communicator of complex data to a range of audiences.

- I'm one of 10 finalists in the Oxbridge Biotech Roundtable Science Writing Competition 2014.
- I'm a practiced public speaker and a member of Toastmasters International.
- I've written **2** review and **6** research manuscripts on circadian rhythms and presented **10** posters and **6** talks at national and local research congresses.

Organization: I am a self-starter and community builder that brings people together for a common idea. Organizations I've built from the ground up include:

- Brilliant Access Media: a marketing and design firm
- ReadCube's Ambassador Program: a community of academic supporters on campuses around the world
- Michigan Graduate Consulting Club: now the largest and most active organization at University of Michigan that help advanced degree candidates prepare for a career in management consulting

Project management: I've scheduled, assigned and maintained project timelines across multiple companies and cross-functional teams using Trello, Google group calendar, Google+ Hangouts, and revised project strategy based on regular team updates.

Data analysis: I have more than 10 years experience in experimental design and data analysis using variety of research methods including designing, running, and analyzing large-scale surveys.

- Areas include behavioural & biomedical research, user experience, market analysis, customer acquisition & retention, lead management, and product/service pipelines.
- Experience with Microsoft Excel, GraphPad Prism, SPSS, CRM (vtiger), and web based services.

Language: **English** (native), **Mandarin Chinese** (fluent), **Shanghainese** (fluent), **Japanese** (conversational)

EDUCATION

PhD in Neuroscience, University of Michigan, Ann Arbor, MI 2007-2011

Dissertation Thesis: Photoperiodic properties of circadian rhythm in rat.

- Awarded Systems and Integrative Biology Training Grant (2009-2011), and Rackham Travel Grant (2009)

BS in Biology: Neurobiology and Behavior, Cornell University, Ithaca, NY 2003-2007

Honors Research: Independently developed a fruit fly model for aging and muscular dystrophy.

- Cornell Hughes Scholar (2006) and awarded Biology Honors Program Equipment Grant (2007).
 - Graduated *cum laude*, with distinction in research
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PROFESSIONAL EXPERIENCE

Founder & CEO of Brilliant Access Media, Vancouver, BC Sep 2013- Present

BAM is a marketing and design firm with a team based in Vancouver, Boston, and Shanghai. Clients included:

- **Canadian Coalition of Eye Care Professionals (ccepro.ca)** *CCEPro brings eye care professionals and key policy makers together to ensure the highest standards in vision care for Canadians.*
I helped CCEPro with communications and event logistics for political speaking events, and web maintenance.
- **Export Ventures Group (exportventuresgroup.com)** *EVG is the largest wine exporter and business Investment Company in western Canada.*
I worked closely with the CEO of EVG and BAM took up several projects including Chinese social media.
- **One Asian Global (oneasianglobal.com)** *A social enterprise for Asian women around the world with an empowering curriculum.*
As one of the first members of One Asian, I worked closely with the founders and had a role in the direction of the organization and was responsible for web maintenance, communications, and ad design.
- **Case Global Media (fundit.tv)**
I partnered with CEO Joy Case in the establishment of An Idea Nation: a global think tank solving 8 major issues. BAM also did several projects with Joy Realty, a subsidiary of Case Global Media including China market entry strategy, translation of pamphlets for luxury realty investment opportunities, and designed marketing elements.

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PROFESSIONAL EXPERIENCE (CONTINUED)

Community Builder at ReadCube, Cambridge, MA

Mar 2012 – Sep 2013

Readcube provides software and web services for academic journal articles.

- I was part of a two person marketing team that grew registered users from 23K to 122K in one year through email marketing, user surveys, social media campaigns, and other marketing projects.
- I personally launched and coordinated Campus Ambassador Program that increased user acquisition by ~10% and improved user support through forums, rewards, and campus events.
- I independently conducted Chinese market research, and led a team of external interns that grew the China user base from under 50 to more than 3K in only 3 months.
- I independently produced ReadCube Boot Camp video tutorial series, which increased user retention by 17%.

Postdoctoral Fellow at Kwoon Lab, UM Kellogg Eye Center, Ann Arbor, MI

Jan 2012– Mar 2012

- I initiated a project to design light therapy technology.
- I conducted a study to characterize melanopsin retinal ganglion cells using multi-electrode array.

Founder of China Image at University of Michigan, Ann Arbor, MI

Jan 2011 – Mar 2012

China Image is a consulting project team aimed at bridging US and Chinese perspectives.

- I led a 21-person team of MBA students and entrepreneurs to analyze and advise on business opportunities involving media and advertisement.
- I consulted in the establishment of a vocational school in China with focus on green energy by providing data on international vocational schools and statistics on local China population.
- I developed questionnaires and surveyed 706 automotive industry reporters in collaboration with Sivilian (a consulting and marketing firm) to ascertain the accessibility in America of information from Chinese auto manufacturers and parts suppliers.

Graduate Student Instructor for Introduction to Psychology, UM, Ann Arbor, MI

Aug 2008-Dec 2008

- I led 2 class sections totaling 60 students.
- I designed and presented weekly section lecture material, assigned class work, proctored exams, and graded course assignments, including three papers per student using APA guidelines.

Research Assistant at Borjigin Lab, UM Department of Physiology, Ann Arbor, MI

Aug 2008-Dec 2011

- I discovered new photoperiodic properties of jet lag through pineal microdialysis and behavioral assays.
- I implemented regeneration of HPLC columns, increasing lifetime by 2 fold, saving up to \$5,440 per year.
- I established an automated protocol for making HPLC mobile phase, decreasing daily process time by 50% and minimizing human error.
- I increased daily data analysis throughput up to 4 fold by creating a laboratory computer network.

ORGANIZATIONAL AND LEADERSHIP EXPERIENCES

- **VP/Program Director for Association for Women in Science: Michigan Chapter** Sept 2011 – Mar 2012
AWIS is the largest multi-discipline organization for women in science, technology, engineering, and math.
- **Co-Chair of Rackham Student Government Career Committee** Aug 2011 – Mar 2012
The Career Committee improved availability of career opportunities through organizing outreach events
- **Founder/President of Michigan Graduate Consulting Club** Jul 2011 – Mar 2012
MGCC provides resources and events to students preparing for career in management consulting. (136 members)
- **Marketing team member of China Entrepreneur Network (CEN)** Jan 2011 – Mar 2012
Created and posted print and digital materials advertising an international symposium with 500+ attendance.
- **Planning committee member and Demonstration Leader of Brains Rule!** Aug 2007 – Mar 2012
Created exhibits and hosted 200 kids annually to inspire excitement about science and understanding of how the brain works.