



# RESUME BOOKLET

简历 05.01.2020



## HR PACKAGES

一站式，提供从招聘到payroll的所有解决方案

	 FREE	 SELECTIVE	 ALL IN ONE
针对性收集人才信息	招聘服务套餐升级	✓	✓
人力资源问题咨询	✓	✓	✓
过滤无效简历	未筛选	过滤	完成初次面试
人力资源成本报告	招聘服务套餐升级	✓	✓
撰写中/英招聘信息	招聘服务套餐升级	✓	✓
安排与企业进行面试	招聘服务套餐升级	✓	✓
极速招聘	招聘服务套餐升级	招聘服务套餐升级	✓
Payroll, 安全培训, 管理	招聘服务套餐升级	招聘服务套餐升级	✓
Contractor packages	招聘服务套餐升级	\$30 免费	\$50 免费
每月	\$0	\$199	本地最低价格, 但是需要咨询

## CONTRACTOR PACKAGES



不论是线上还是线下，我们都可以为您对接到适合的人才，他们专业，并以完成项目为己任  
电话给我们如果需要更多服务



设计  
市场

logo设计 \$30起  
社交媒体运营 \$120起  
Email宣传 \$30起



数据  
网站

200页数据收集 \$30起  
5页网站搭建 \$200起  
5页内容撰写 \$50起



电话销售  
HR操作

200通电话 \$30起  
90分钟劳工培训 \$90起  
新人入职 \$30起



如果您没有找到合适的简历请拨打电话联系  
(626)722-2994

## 面试问题

“请告诉我你的最大优点是什么?你将给公司带来的最大财富是什么?”

你曾经做过什么来降低你们部门的经营成本或节省时间?

你认为你工作中的哪些方面是至关重要的?

你的职位同你的部门或公司的整体目标有什么关系?

你是如何不断地使你的工作更有价值?

通常你是如何保持消息灵通, 如何监控员工表现的?

当工作结果令你无法接受时, 你通常会如何对待下属?

你如何评价自己与上级管理层、客户和同事进行交流的能力?

你在哪些方面是不能和上级领导达成一致的?上次当他错了而你是正确的时候, 你是如何处理这一情况的?

你会采取一种将权力集中在少数几个人手里、更为集权的、家长式的管理方法, 还是会经常将职权下放?

你是如何看待事先没有获得首肯就采取行动这一情况的?

你在决策之前是广泛地听取各方面的意见, 还是会亲自卷入不同意见的冲突之中?

如果我们录用你, 你可以为我们做些什么?我们应该期望在什么时候看到具体的结果?

你需要一个怎样的环境来发挥个人的最大潜能?

你是如何处理违反日常惯例的突发性事件和瞬息万变的局势的?”

# MARKETING SPECIALIST



Average salary  
**23/hour**

Average experience  
**5 years**

# Li Hou

\*\*\*\* Greenwillow Lane,  
Rowland Heights, CA 91748

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+1 (909) 699-2877

- ❖ 14 years of experience in the world's leading company of packaging machinery industry
- ❖ Professional in Marketing, Value-added Selling, CRM, Project Management, Business Development
- ❖ Passionate in beverage, beer, dairy, food, spirits industries
- ❖ Expertise and experiences in plastics, filling, labelling, inspection, conveying, packing, palletizing, automation, processing, robot, and Intralogistics technologies

## WORK EXPERIENCE

### KRONES AG CHINA

1105-09 Jingtai Plaza,  
No. 24 Jianguomenwai Street,  
Beijing, China 100022

#### Marketing Director

Nov. 2014 – Aug. 2017

- ❖ Responsible for Krones marketing region China. Developed strategic plan, optimized market mix, organized marketing activities to generate sales leads and enable sales success.
- ❖ Provided roadmap to sales: product trend, competitive analysis, solutions to win.
- ❖ Cross-functionally worked with leadership team, product development and sales, made product development strategy, leverage promotional mix in order to generate business growth and profitability.
- ❖ Market Intelligence: Collected, analyzed, shared product, customer and competition data.
- ❖ Planned market campaigns, organized exhibitions, seminars, roadshow, events, newsletters and press releases to increased brand integrity and influences.
- ❖ Enhance public relations and cooperation with associations and third parties.

### KRONES AG CHENGDU REPRESENTATIVE OFFICE

1603, Tower E,  
No. 333 Jiaozi Ave.,  
Chengdu, China 610041

#### Area Sales Director

Jul. 2009 – Oct. 2014

- ❖ In charge of West China area, ensured to reach or exceed sales target and profit margins.
- ❖ Gave guidance and supported regional sales, led the team achieved successive sales success.
- ❖ Key Account management and CRM: Resolved disputes, improved customer relations, long-term profitability, compatibility and sustainability. Obtained serial turnkey projects.
- ❖ PM: Excellent in project and risk management, no open contract or outstanding payments.

#### Chief Representative

Jun. 2010 – Aug. 2017

- ❖ Set up Krones sales representative office in Chengdu, including location selection, business registration and renew procedures.
- ❖ Responsible for financial, taxation and operational affairs.
- ❖ In charge of HRM, recruitment, training, and performance evaluation of the local team.

#### Area Sales Manager

Mar. 2003 – Jun. 2009

- ❖ Engaged in business development independently in West China, allocated prospects and sales leads, successfully made Krones sales records in new market.
- ❖ Clarified customer objectives, arranged technical presentations, optimized technical proposals and quotations, responsible for bidding and contract negotiations to win the order.
- ❖ Managed projects from start to contract close, closely work with project management, regional service team and clients, controlled project quality, time and cost, met deliverables.
- ❖ Understood customer's needs, built up trust-based relationship, deliver product and company value in sales communication.

## EDUCATION & TRAININGS

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### Mt. San Antonio College

Dec. 2018 – Now

Walnut, CA 91789

- ❖ International Business Management
- ❖ Business Management
- ❖ Entrepreneur, Small Business Management
- ❖ Human Resource Management
- ❖ Marketing, Business Communication, Professional Selling
- ❖ Manufacturing and Electrical Systems

### KRONES AG

- ❖ Comprehensive on-the-job technical trainings regarding cutting edge technologies of product processing, blow-molding, PET-recycling, filling, labeling, packaging, inspection, packing, palletizing, conveying, IT System, intralogistics, factory planning, etc.
- ❖ Market intelligence, product trends, product development, packaging design, Strategic planning
- ❖ Customer Relationship Management, Value-Added Sales, Win Complex Project, Contract Management
- ❖ Project Management, Project Quality Gate, SAP, SDCC
- ❖ Leadership Development

### SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

Jul. 1996

- ❖ Majored in International Accounting, Bachelor's Degree
- ❖ Minored in International Trade
- ❖ Award of Outstanding Student

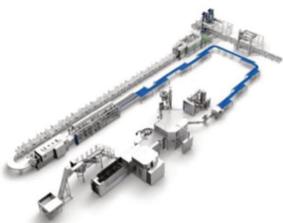
## SKILLS

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- ❖ Familiar with SAP, CRM, Microsoft office, Microsoft Project, AutoCAD, Sales Roadmap, 3D tools Solidworks
- ❖ Languages: Chinese (Native), English (Fluent)
- ❖ Strong interpersonal skill and organizational skill; passionate, persist, self-driven
- ❖ Badminton: China National Athlete Grade III. Good at Golf and Tennis

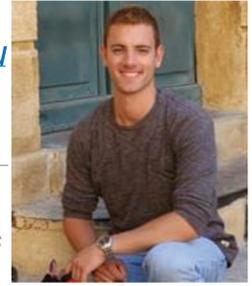
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References available upon request



# NICHOLAS PETRICK (805) 450-3695 [nmp@ucsb.edu](mailto:nmp@ucsb.edu)

Professional Writer and Speaker    Digital Marketer    Web Designer



## Recent College Graduate Seeking to Begin A Professional Career

*A world citizen who witnessed the 2011 Egyptian Arab Uprising, the 2016 French Terrorist Attacks in Nice, the riots in Hong Kong, and has lived and worked abroad teaching in China*

## SKILLS

Trilingual (English, French and Spanish), AP Format, Written and Oral Communication, Time-Management, Journalism, Newsroom, Research, Public Speaking, Relationship Building and Management, Creative Thinking, Digital Content Creation, Digital Marketing, Social Media, Data Analysis, CMS and SQL Management, HTML, CSS, JavaScript, SEM, Adobe CC, Final Cut Pro, Microsoft Office Products, GCP

## EDUCATION

**Bachelor of Arts in History**, University of California Santa Barbara, Santa Barbara, CA, June 2019

- Extracurricular Activities: Journalism, *The Bottom Line*, newspaper

**Associate of Arts in Philosophy**, Santa Barbara City College, Santa Barbara, CA, May 2017

- Honors Society and *Beta Gamma Upsilon* (*Beta Gamma Upsilon* is a chapter of *Phi Theta Kappa*)

## WORK HISTORY

**Google, Digital Marketing**,

Santa Barbara, CA, 2017

Duties:

- Uses digital marketing software to maintain performance and gain insight on users
- Edits digital scripts allowing for content to be used on diverse desktop and mobile platforms
- Tailors web content found from researched trends, discovered leads and marketing campaigns

Achievements:

- Google AdSense provides me a salary from my success in growing and sustaining a large audience

**THE BOTTOM LINE, Journalist**,

Santa Barbara, CA 2017-2019

- This job took place in a professional news and media related environment. Competition was high to have my story's published. Deadlines had to be met and the work was finished by the means of self-organized, detail-oriented abilities to attend and turn in regular college course work. As a journalist, my duties were to find breaking news stories, attempt to interview strangers, conduct thorough side research and write articles within my editor's deadline. I achieved success by discovering trending keywords to use in my articles by the means of digital marketing technology.

**Kingold Education, English Teacher**,

Guangzhou, CN, 2016 - 2017

Duties:

- Instructed ESL and PE to Chinese kindergarten students
- Designed new lessons and activities based on the *IBPYP* curriculum
- Introduced digital marketing initiatives to promote the new school

Achievements:

- Using proxy and *VPN* technology, I allowed for linguistic translation apps to work in China
- Assisted in securing the *IBPYP* classification for the school

## WEB LINKS

- Online Portfolio: [nickpetrick.com](http://nickpetrick.com)
- Website - *Venture Abroad*: [theproperwaytointernationallytravel.com](http://theproperwaytointernationallytravel.com)

# KATHY CHEN

[thekathychen.com/design](http://thekathychen.com/design)

[kchen@media.ucla.edu](mailto:kchen@media.ucla.edu)

951.205.5399

## WORK EXPERIENCE

### Content Designer & Marketing Intern / Sprout LA

JUL 2019 - FEB 2020, LOS ANGELES

- Supported 16 acclaimed restaurants simultaneously with large-scale, integrated marketing, branding, multimedia content creation, and PR
- Facilitate effective communication between marketing team, partner chef-owners, collaborators, vendors, restaurant staff, and publicists
- Managed and organized 6 social media schedules, email performance, collaborative projects, and stakeholders' needs via adaptive communication and workflow, weekly reports, and cloud-based tools
- Concepted and created deliverables for 60,000+ followers per restaurant, quadrupled following and increased engagement 150%
- Successfully recommended and researched best options in business strategy and content with appropriate aesthetics, conducted A/B tests

### Assoc. Creative Marketing Director / Far Out Presents

APR 2018 - MAY 2019, LOS ANGELES

- Managed and carefully tracked music festival projects with production crew and 16 artists in G Suite; coordinated internal-client relations
- Strategized 9 month campaign on Facebook, Instagram Stories, and pop-up events based on user research, reaching 23,900+ people
- Guided positive brand marketing and guest experience of 2,200+ at music festival and pop-up events with grassroots outreach

### Program Manager / Foundations Choreography

MAR 2017 - MAR 2018, LOS ANGELES

- Led a team of 40, fostered strong team morale, productivity, and accountability, resulting in a final showcase to 1,000+ viewers
- Managed all logistics, finance, and scheduling of daily events and meetings with co-manager using Google Suite and proactive planning

### Creative Director, Photographer, Designer / Freelance

SEP 2014 - PRESENT, LOS ANGELES

- Build strong rapport with clients, answer and anticipate concerns, execute and expand their visions, and guide collaborative branding
- Consult throughout for timely delivery and proper file management
- Past clients: VANS, Vespertine, Destroyer, Guayaki Yerba Mate, auburn, Bon Temps, OTOTO, Veggie Grill, KIND Snacks, Justin's

### Photojournalist & Videographer / Daily Bruin

OCT 2015 - JUN 2018, LOS ANGELES

- Advanced efficiently in a time-sensitive and interdisciplinary newsroom by preparing assets, database, and thorough subject research
- Produced AP-standard, quality work in top 10 college newspaper
- Generated 140+ published photos in news, sports, and arts

## EDUCATION

### University of California, Los Angeles

B.A. Communications

B.A. Political Science

JUN 2019, LOS ANGELES

Dean's Honors List

GPA: 3.7

## VOLUNTEER WORK

### Communications

#### Director /

#### UCLA Alumni Network

FEB 2020 - PRESENT,  
LOS ANGELES

- Manage and create content for the Westside Bruin Alumni network's social media platforms and communications
- Organize and coordinate diverse events for networking, career development, philanthropy, and social activities

## SKILLS

**Office:** Trello, Asana, Excel, Google Suite, Microsoft Office

**Graphic:** Adobe Creative Cloud: Premiere Pro, Illustrator, Photoshop, Lightroom, InDesign

**Digital:** WordPress, Mailchimp, Iconosquare, Sked Social

**Language:** Mandarin Chinese

## AWARDS

Associated Collegiate Press  
2016

- Photo Slideshow of the Year (3rd)
- Newspaper Pacemaker Award

# Ibrahim Bayloun

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Email: [Ibrahim.j.bayloun@gmail.com](mailto:Ibrahim.j.bayloun@gmail.com)

LinkedIn: [Ibrahim Bayloun](#)

## Education

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- Master of Business Analytics** 2018 – 2019  
HULT International Business School | San Francisco, California
- Specialized in SQL, Python and RStudio
- Master of International Business** 2017 – 2018  
HULT International Business School | Boston, Massachusetts
- Specialization in Business Analytics
- Elementary level of Chinese Language** 2015 – 2015  
Jinan University | Guangzhou, China
- Bachelor of Business Marketing** 2011 – 2015  
Lebanese American University | Beirut, Lebanon
- Rotation to New York city

## Experience

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- STAAR SURGICAL** — Monrovia, California 2020 – 2020  
**Marketing specialist**– Medical Device
- Assist in outbound or inbound marketing activities by demonstrating expertise in event planning and support
  - Liaise with external vendors to execute promotional materials and campaigns
  - Execute internal approval of marketing documents and storage by utilizing advanced computer systems
  - Monitor and maintain stock levels and ship sales literature and wet lab sample to sales representatives and/or accounts to support field sales efforts
  - Worked closely with internal teams in product development to develop designs for different marketing activities
- TELECOM CONSULTING** — Long Beach, California 2016 – 2017  
**Account Manager** – Affiliated Marketing
- Communicating closely with clients to develop a comprehensive understanding of each client account
  - Client customer engagement & relations
  - Give clear comparison of the brand competitive advantages among competitors
  - Contacting and engaging consumers from provided lead lists from clients, eventually progressing to developing new business and maintaining current relationships
  - Stay on the cutting edge of the market with technological and current events knowledge of the industry
  - Work independently to deliver results
- THE ONLINE PROJECT** — Riyadh, Saudi Arabia 2016 – 2017  
**Account Executive** – Digital Marketing Agency
- Coordinated with staff across 5 departments to manage the digital presence for five clients across various platforms
  - Provided guidance and coordinated with 12 moderators who worked on crises management developing solution to clients within 60 minutes response time
  - Analyzed and reported campaign performance using (“Clarabridge”, “Sysomos”) and provided solution in real time
  - Analyzed customer feedback, created reports for client with strategy to improve brand image
  - Achieved a client retention rate of 100% for 5 out of 5 accounts
  - Created CEO reports to compare our client channel performances, as opposed to other competitors.
  - Worked closely with internal team members to help produce presentations for new clients.
  - Contracted and directed third parties to implement ideas proposed to the client
  - Reviewed and presented concepts/layouts/content to the client for approval
  - Tracked campaigns in different areas of online marketing including SEO, paid media, display, real-time marketing, social media and content marketing.
  - Managed relationships with clients, media, bloggers and third-party organizations
  - Clients industries include: Automotive, Banking, Technology, and Investment Banking

## Additional Information

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**Languages:** English (proficient), Arabic (native), Chinese (beginner)

**Certifications:** “HubSpot Academy”, Content Marketing Certified, Inbound Marketing Certification

“DataCamp”, Joining Data in PostgreSQL, Intro to SQL for Data Science, Introduction to R Course



LU QIAO

Luluqiao92@gmail.com 347-935-7070

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## Experience

**MARKETING COORDINATOR**, Independent Contractor, Los Angeles, CA Oct. 2018 – Present

- Handle marketing initiatives for various industries including Real Estate and Tech
- Compose compelling advertising materials that attracts customers' attention
- Maintain strong relationships with clients and business owners while forming new partnerships
- Coordinate events and vendor booths at expos with 500+ attendees
- Generate sales through curated content on social media, presentations, email marketing, and flyers
- Lead business development, branding, strategy for startup businesses

**SENIOR MEDIA ASSOCIATE**, Starcom, New York, NY April. 2017 – April. 2018

- Handle digital planning and buying for Mars Chocolate (NY) & LionsGate (LA)
- Strategically build media tactical recommendations to reach KPIs for each brand
- Manage budgeting including monthly reconciliations, quarterly savings, and reallocations
- Work closely with media partners on custom content programs, rich media, influencer activations, and online video

**ASSISTANT MEDIA PLANNER**, Proove Accountable Media, New York, NY Feb. 2016 – April.2017

- Communicated effectively with minimum of 10 vendors on a daily basis to monitor campaign
- RFPed, evaluated, and negotiated 20+ proposals from current and prospective sites for the upcoming quarter
- Managed and optimized digital media outlets including SEM, display banners, Facebook, pre-roll, and mobile ads

**MEDIA INTERN**, Prime Access, New York, NY Oct. 2015 – Jan. 2016

- Arranged 23 vendor meetings with the clients and potential media partners
- Communicated directly with vendors to ensure all proposals and requirements are submitted
- Tracked data for media budget recap on excel and collaborate with the team to evaluate proposals
- Contributed to ideas with the director on developing media strategy and plan

**ADVERTISING INTERN**, Vbar & Company Restaurant, New York, NY Jan. 2015 - May 2015

- Proposed marketing strategy (short-term, long-term goals) and action plan for all Vbar venues
- Publicized the restaurant by coordinating with website designers, phone apps, and social network companies
- Assisted with revamping and redesigning the company's website and menus
- Brainstormed brand tagline, and developed creative ideas with the CEO and manager

**MARKETING COMMUNICATION COORDINATOR**, Tastebud, New York, NY March 2015 - May 2015

- Leveraged initiatives for the launch throughout various social media platforms
- Showcased product to potential users and raised awareness to over 50+ attendees at NY TechDay

## Education

**SYRACUSE UNIVERSITY**, S.I Newhouse School of Public Communications, Syracuse, NY May 2015

*Bachelors of Science Advertising, Cum Laude*

Minor: Strategic Management in Martin J. Whitman School of Management

## Awards and Activities

- Member of the National Community Service Fraternity Alpha Phi Omega
- Won 2<sup>nd</sup> place on a film competition in Florence, Italy during semester abroad

## Skills

Technical: Excel, Microsoft, Outlook, PowerPoint, Keynote, InDesign, Photoshop, Final Cut Pro, iMovie, POS

Languages: Chinese Mandarin, English

# Maggie Wang

11816 Deana St, El Monte, CA 91732  
(559) 394-9264 | wangmaggie97@gmail.com

## EDUCATION

**University of California, Irvine**

March 2019

**Bachelor of Arts in Business Economics**

Minor: Management

## STRENGTHS AND SKILLS

- Languages:
  - Chinese - Mandarin and Cantonese (*Fluent in both speech and written*)
- Website Creation and Design
  - Proficient in WordPress, Canva, MailChimp, Photoshop, iMovie, JianYingVlog, Flourish
- Microsoft Office
  - Proficient in Word, Excel, PowerPoint, Outlook, Bookings, Customer Relationship Management (CRM)
- Others: Google Adwords; G Suite; PayPal Merchant; Quali Financial System (KFS); QuickBooks
- Organized, Detail-Oriented, Time Management, Reliable, Collaborative, Responsible, Adaptability

## PROFESSIONAL EXPERIENCE

**PERSONABLE, INC | FOUNTAIN VALLEY, CA**

April 2019 – December 2019

**Marketing Specialist**

- Creating content for online campaigns and flyers to expand customer base
- Exposing our leading product "ScanWriter" to potential clients through video demonstrations
- Generating government and state agency leads by attending an annual tradeshow to display product visibility
- Calling and building strong relationships with clients and associates to elevate company awareness
- Providing support, and training to customers to address their needs and resolve their issues with our software

**CENTER FOR VIRUS RESEARCH | UNIVERSITY OF CALIFORNIA, IRVINE**

September 2016 – March 2019

**Student Assistant**

- Assisted with event planning and product purchasing: biweekly seminars and career symposium
- Set up of Audio-Visual equipment and room preparations for biweekly seminar series
- Maintained and updated the Center for Virus Research and Science Department websites
- Gathered all transaction information to process annual account reconciliation and filing
- Supported the administrator with all administrative functions necessary for the success of the department.

**STUDENT ALUMNI ASSOCIATION | UNIVERSITY OF CALIFORNIA, IRVINE**

April 2017 – March 2019

**Board of Directors**

*Director, Dinners with Anteaters*

- Arranged dinner assignments for eight team members and monitored all dinner processes
- Communicated with Alumni and assign dinner leads adequately to each dinner
- Assigned and matched students to various dinners by their major and interest
- Generated final statistics of all dinner attendees and analyze the participation rate

**KAPI RESIDENCES | IRVINE, CA**

October 2017 – May 2018

**Social Media & Marketing Intern**

- Promoted the company and its service to major Chinese social media platforms: Wechat and Weibo
- Tracked and reported key social media and website analytics on a monthly basis
- Served as the head contact with on-campus Chinese organizations to promote its service to students
- Assisted the business development and placement team to expand its service to different cities and states
- Assisted with filing, data entry, and maintaining accurate and complete tenant information payments.

**ALUMNI ASSOCIATION | UNIVERSITY OF CALIFORNIA, IRVINE**

April 2017 – June 2017

**Cap and Gown Cashier**

- Temporary position during Grad Expo to assist with placement of orders, refunds, or exchanges
- Recorded payment information and logged transaction of customers' purchases
- Maintained high standards of customer service during high volume, fast-paced operation
- Prepared and reconciled of cash drawers for opening and closing shifts

# TOBY (SHIH-CHIEH) KUAN

1290 Ponderosa Ave, Brea CA 92821  
tobykuan@gmail.com | 626-905-9141

## EXPERIENCE

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**HIKVISION DIGITAL TECHNOLOGY CO., LTD.**, City of Industry, CA March 2016 – Now

**Sales Manager, Strategic and Global Accounts**

- Achieved 130% of 2017 and 100% in 2018 annual sales target by introducing new business opportunities and grow existing accounts.
- Identify quality business leads in new industries, locate pain points and engage deep discussions on potential business partnerships to fill the gaps of their product portfolio.
- Introduced a new customer specialized in home automation space and generated 3.5 million in the first year of business partnership in 2017, achieving up to 5 million in 2018.
- Took the initiative to manage a tri-party project to integrate Hikvision product with a mobile app developer as well as a cloud PaaS provider, to offer a consolidated one solution to an OEM customer.
- Led the team to grow one global strategic account from 5.6 Million in 2016, 7.1 million in 2017, and 9 million in 2018 by maintaining seamless communication with customer and making sure all requirements are completed on schedule.

**LIBERTY MUTUAL INSURANCE**, Seattle, WA July – October 2015

**Sales Analyst Intern, Commercial Insurance**

- Developed sales and marketing strategies by analyzing data to segment agencies and identify opportunities for the Small Business Service Center
- Advised Territory Managers to approach the agencies and begin discussion on creating more opportunities for SMBs

**F5 NETWORKS, INC.**, Seattle, WA June - November 2014

**Intern, Global Services Marketing**

- Managed a global IT consulting program for channel partners on training, support, consulting, and marketing benefits
- Facilitated the online upgrade of the application process to the program, resulting in a 28% increase in new partners
- Increased channel partners' certification compliance by 194% in APJ, 40% in EMEA, and 16% in Americas by effectively communicating with channel account managers, services channel managers, and program sponsors

**MICROSOFT CORPORATION**, Redmond, WA March – June 2014

**MBA Consultant, Market Research Project**

- Developed in-depth interviews and a survey to generate sample data to investigate the correlation between low-end laptops and related key factors, such as the use as a secondary device, built-in Microsoft Office, external storage, price points, and availability in retail stores

**SOLAS SCIENCE & ENGINEERING CO., LTD.**, Taichung, Taiwan 2009-2012

*Leading propeller manufacturer for marine outboard engines and personal water crafts in the global marine markets*

**Strategic Account Manager, OEM and EMEA**

- Achieved a sales record high of \$1.83 million USD in 2011 by recognizing potential market opportunity in Russia. Ranked 1<sup>st</sup> in overall sales at Sales OBM products in 2011
- Conducted market analysis of distribution network, introducing five new channel partners, and initiated a new pricing strategy that increased sales by 30%
- Developed a coordinated purchase order process across all sales divisions which optimized and improved production lead-time by 15%
- Increased sales of an OBM product line of duo propellers by 80% through proactive negotiation with OEM customers

**SPRINGFIELD ART STUDIO**, Taichung, Taiwan 2007-2009

**Co-Founder**

Launched an educational startup, and maintained stable annual market growth of 5% to 10%  
Initiated a strategic alliance with restaurant business partners, which boosted annual revenue by 5%

## EDUCATION

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**THE MICHAEL G. FOSTER SCHOOL OF BUSINESS, UNIVERSITY OF WASHINGTON**, Seattle, WA June 2015

*Master of Business Administration, Marketing*

*Member:* Marketing Association; Tech Club; Sports Business Club

*Applied Strategy Project:* developed an email marketing campaign for Yuan Spa

**NATIONAL TAICHUNG UNIVERSITY OF EDUCATION**, Taichung, Taiwan June 2006

*Bachelor of Arts in Language and Literacy Education*

Basketball Team Captain, led team to win the championship of Central Taiwan Chinese Department Cup

PR Coordinator of University Wind Music Club; created direct marketing materials to promote performance event

**SKILLS AND ACTIVITIES**

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- Mandarin Chinese – native; English – fluent. *Personal interests:* running marathons and guitar
- AWS Cloud Practitioner

# Renee(Tzu-Han) Kao

tzuhank@usc.edu | (408)605-8628 | Permanent Resident | <https://reneethkao.wixsite.com/portfolio/gallery>

## WORK EXPERIENCE

### **NBCUniversal – Global Distribution & International**

#### **Creative Content & Digital Marketing Intern**

Jan, 2020 - Present

- Conduct marketing research and competitor analysis to brainstorm promotional video ideas of 2020 Universal upcoming projects, ex: Fast & Furious 9 and Minions 2 for global content platforms to increase audience interaction
- Manage creative assets of social media, mailer promotion, and marketing campaigns for international media distributors
- Create monthly promotion email templates, track results on Salesforce and manage decks for worldwide program sales

### **National CineMedia(NCM)**

#### **Digital Content & Analysis Intern**

June, 2019 - Dec, 2019

- Managed Noovie.com, a film fan community (monthly active user: 40k) by updating ticket & streaming codes, movie info, and multimedia (trailers & stills), reported QC issues and conducted A/B testing with the technical & UI/UX team
- Analyzed website traffic, paid campaigns, TA profiles, competitors, and user behaviors to plan SEO, social media and consumer marketing campaign strategies - achieved 10% growth of traffic & 20% growth of fans in 6 months
- Planned partnership development and brainstormed ideas for website editorial content with influencers, online media platforms and major studios to debut exclusive digital content for theatrical marketing and exhibitor relation

### **L'Oréal - Biotherm**

#### **CRM & Trade Marketing Associate**

Aug, 2017 - Apr, 2018

- Built a long-term VIP relationship by creating segmented marketing messages based on consumer and sales data in business intelligence tools - retained 15% of new members in 6 months, targeting to advance the engagement of 20+ generation
- Developed trade online marketing campaigns and offline sales promotion for 38 brand counters with three department franchises on holidays, ex: Chinese New Year and Mother's Day

### **Microsoft - Windows & Device Team**

#### **Marketing Administrative Assistant**

June, 2016 - June, 2017

- Executed daily content creation for Windows social media platforms, and planned online campaigns based on user analysis to increase engagement, one video achieved 1MM+ watch, reported by 10+ media, and the number of fans grew to 210K
- Compiled the weekly competition news analysis report and managed team meetings, decks, videos and legal documents for marketing strategy planning, and coordinated in 10+ consumer events, partner technical seminars and press release conferences

## EDUCATION

### **Master of Arts, Communication Management**

#### **University of Southern California**

Aug, 2018 - May, 2020

- Projects: Qualitative & Quantitative research to use R Studio, SPSS, Python, and Tableau for marketing research projects
- As a Public Relations Coordinator in Annenberg Film Marketing Association (AFMA) to coordinate 2019 Young Film Festival PR outreach and Chinese film screening panels in the campus

### **Bachelor of Arts, Radio and Television (Communication)**

#### **National Chengchi University**

Sep, 2013 - June, 2017

Majored in Radio and Television, minored in Business Administration, and specialized in marketing

- Courses: Digital & Social Marketing, Statistics, Consumer behavior, Film & TV Production (Physical & Development)

## EXTRACURRICULAR EXPERIENCE

### **Leader of Marketing and Online Publicity team**

2017 Graduation Film Festival

June, 2016 - June, 2017

- Raised fund sponsor from 10 companies and planned 5 campus campaigns, reached out 50,000+ people online, grew 10% fans in 3 months and attracted 5,000+ audience to the festival

## SKILLS

**Software:** Microsoft Office Suite, Photoshop, InDesign, Premiere, Illustrator, Salesforce, WordPress, HTML, Trello, Jira, Slack

**Analyst:** Excel (vlookup, hlookup, pivot table), SPSS, Google Analytics, Google AdWords, R, Tableau, SQL(Basic), Python(Basic)

**Language:** English (Fluent), Mandarin (Native) and Spanish (Beginner)



# ACCOUNTANT



Average salary  
**25/hour**

Average experience  
**3 years**

# BIJUN (JANE) LIANG

Greater Los Angeles, CA 91780

(626) 327-3387 | [liang.bijunjane@yahoo.com](mailto:liang.bijunjane@yahoo.com) | [www.linkedin.com/in/liangbijunjane/](http://www.linkedin.com/in/liangbijunjane/)

## EDUCATION

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California State University, Los Angeles GPA: **3.70**  
*Master of Science, Information Systems*  
*Master of Science, Accountancy (150 credit hours obtained for CPA Exams)* 08/2017 - 05/2020

California State Polytechnic University, Pomona GPA: **3.48**  
*Bachelor of Science, Business Administration - Accounting* 09/2014 – 09/2016

## SKILLS

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- Language: **Chinese (fluent in Mandarin and Cantonese)**
- Software: **Intuit Lacerte, QuickBooks, Microsoft Office Suite, ACL, AME, Tableau, R**

## EXPERIENCE

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**California State University, Los Angeles – Los Angeles, CA**  
*Teaching Associate* 01/2020 – Present

- Assist faculty members with instructional preparation, delivery and assessment
- Attend regular office hours to help students in study and review sessions

**Rick Chen CPA, APC. – El Monte, CA**  
*Staff Accountant* 10/2016 – 12/2018

- Managed and oversaw the quality of booked transactions
- Collaborated and negotiated with tax authorities to resolve taxpayers' issues
- Compiled financial statements for various entities with revenue of \$3 million to \$32 million
- Prepared and filed documents for new entity formation, dissolution and fictitious name registration (DBA)
- Led a team of 7 associates to perform inventory audits and verify existence and accuracy of clients' inventories

*Accountant Intern* 12/2015 – 09/2016

- Assembled and evaluated supporting documents to facilitate tax audits
- Processed payroll on weekly, biweekly and semimonthly basis for 100+ employees
- Handled 1099s, W2/3, 940, 941, and DE 9 for 50 clients and sales tax return for 30 clients
- Conducted research and planning to resolve client issues according to applicable tax laws and regulations

**California State Polytechnic University, Pomona – Pomona, CA**  
*Business Tutor* 07/2015 – 03/2016

- Facilitated small group tutoring sessions in accounting to help students reinforce their learning comprehension

## EXTRACURRICULAR EXPERIENCE

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**Information Systems Audit and Control Association (ISACA) – Los Angeles, CA**  
*Volunteer Committee* 10/2018 – Present

- Coordinate the *SheLeadsTech* event with 200 attendees, which increases the representation of women in technology leadership roles and tech workforce

**The Church in Alhambra – Alhambra, CA**  
*Accountant* 07/2017- Present

- Oversee invoice processing and general payments to ensure the expenditure is under control
- Maintain timely accounting ledgers to generate accurate financial reports for church committees

**Volunteer Income Tax Assistance Program – Pomona, CA** 10/2015 – 04/2016

- Evaluated tax documentations and interviewed individuals to determine the taxpayers' qualifications for VITA

# Miao Yu

22420 Ocean Ave, Torrance, CA 90505 • Telephone: (312) 810-0108 • E-mail: yumiao0123@gmail.com

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## WORK EXPERIENCE

### Herbalife Nutrition

Torrance, California

Corporate Accountant

Feb. 2019-Present

- Prepare 100+ Intercompany and US Accrue- based journal entries, including payroll, benefit, tax, monthly recurring , departmental accrual and reclass request; Maintain prepaid insurance and property tax amortization schedule; Prepare Journal Entries for month-end and quarter-end close in Oracle system.
- Responsible for intercompany transactions with APAC and European entities, including AGIS billings and resolve intercompany booking difference.
- Reconcile 50+ General Ledger accounts on a monthly and quarterly basis and upload to Trintech system.
- Analyze monthly financial data and explain variance vs. expectations.
- Update and consolidate US Aging data in Onestream system.
- Prepare supporting documents for PWC year end audit requests.

### Cubic Corporation

Chicago, Illinois

Financial Service Analyst

Jan. 2017- Feb. 2019

- Perform daily and monthly CRDR, liabilities, retail, suspense order and target sales reconciliations using SAP reports and General ledger details from CODA system;
- Prepare daily Trail Balance; Analyze, research and resolve discrepancies by coordinating with other departments.
- Reconcile US bank deposit files with bank reconciliations and create daily cash transaction journal entries in CODA system; Developed a new excel template for JE preparation and saved 20% of the time.
- Work with Chicago Transportation System on Ventra transportation card renewal project.
- Analyze and match AR aging with clearinghouse in CODA system.

### Evraz North America

Chicago, Illinois

Financial Accountant

Jun. 2016- Dec. 2016

- Prepare accruals, multiple currency transactions and cost allocations Journal Entries for Headquarter using Oracle.
- Analyze and resolve intercompany accounts variance timely, and work with accountants from 8 sub companies.
- Perform 10+ bank accounts and 100+ general ledger accounts reconciliations on a monthly basis.
- Perform accounts analyses using advanced level excel skills and GL wand.
- Prepare monthly fixed assets schedule and run financial reports.
- Prepare support for EY audit requests.

### Sidley Austin LLP

Chicago, Illinois

Staff Accountant

Jan. 2015- Jun. 2016

- Prepare journal entries and analyze monthly financial statement for more than 1000 partners from 15 countries; Responsible for month-end close and year-end true-ups and proficient in Elite Enterprise system.
- Prepare monthly reconciliation schedules and follow up with corresponding departments.
- Extensive accounts analysis using advanced level excel skills such as vlookup, pivot table and formulas.
- Prepare and submit cost batches for payment processing; Reconcile and upload partners retirement plan payments.

### RR Donnelley & Sons Company

Chicago, Illinois

Corporate Tax Intern

May 2014- Dec. 2014

- Prepare international tax, state and local tax working papers, separate and unitary tax returns for 60 RRD and CGX entities from 20 states and more than 10 foreign countries.
- Assist in state tax audit and communicate with state tax auditors regarding requests/notices.
- Prepare annual report and update working papers for IL and WI corporations.
- Perform tax research using CCH system.

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## EDUCATION

### DePaul University, Kellstadt School of Business

Chicago, Illinois

Master of Science (M.S.) in Accountancy (While working as research/teaching assistant)

Awarded Jun. 2013

### University of Science and Technology Beijing

Beijing, China

Bachelor of Science (B.S.) in Architecture Environment and Equipment Engineering

Awarded Jun. 2009

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## SKILLS

**Languages:** Fluent written and spoken English, Native speaker of Mandarin Chinese.

**Computer:** Oracle, Onestream, Trintech, GL Wand, Excel, CODA, SAP report, Elite Enterprise system, Crystal, OneSource, Vertex, CCH, QuickBooks, ProSeries.

**Other Qualifications:** CPA eligible, US green card holder.

# Barbara Li

1588 W Artesia Square Unit F  
Gardena, CA 90248

Telephone: 626-808-7205  
Email: [qinghemrajani@hotmail.com](mailto:qinghemrajani@hotmail.com)

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## Employment:

### **Popcornopolis LLC**

**Vernon, CA**

*Accounting Director/Assistant Controller (2017 to Present)*

*Under ownership and management of a private equity firm*

- Hands-on involvement and leading full cycle accounting process including journal entries, month-end close, balance sheet
- Month end closing of 2 subsidiary entities, reporting and reviewing financial report with executives and explain the variance from prior year as well as the budget
- Reviewing and reporting business of multiple locations and revenue channels including E-commerce, retail and wholesale
- Inventory management: physical inventory, inventory value comparison and analysis, discrepancy research and identify the causes related to standard cost and UOM
- Compile and analyze accounting information in the preparation of monthly and annual income statement, balance sheet and cash flow statement
- Maintain asset schedule and depreciation/amortization schedule including ensuring proper recording of purchases and disposals
- Maintain and reconcile balance sheet accounts including prepaid expenses and accrued expenses
- Cost accounting including Standard cost review and variance analysis such as purchase price variance, overhead variance and labor variance
- Supervising AR, AP and payroll department, managing AR and AP aging and investigating discrepancies
- Working side by side with the CFO in annual budget
- ERP system implementation
- Maintain multiple debt schedules and interest accrual schedule, reconciling and arranging debt related payments
- Assist in monthly preparation of financial package to investors
- Out of state sales and use tax compliance, nexus requirement research and tax collection implementation in Avalara, [amazon.com](http://amazon.com), [walmart.com](http://walmart.com), approving and filing sales tax returns in AvaTax
- Filing sales and other type of tax returns of multiple states
- Establish and maintain business legal status in multiple states
- Leading sales tax, payroll and worker's compensation audit
- Working closely with external auditor Squar Milner in conducting annual review and audit company Grant Thornton in conducting year end audit
- Cash flow forecast
- GAAP compliance

### **Popcornopolis LLC**

**El Segundo, CA**

*Accounting Manager (August 2009 to 2017)*

- General responsibility for the overall management of the accounting department.
- Full month-end closing process

- Prepare and review financial reports to meet regulatory and management reporting requirements.
- Prepare and review account reconciliations and other required schedules.
- Ensure accurate processing of accounting transactions in accordance with GAAP.
- Assist in training and development of team.
- Assist outside CPA or external auditors as needed or required.
- Assist in the development of internal procedures to improve controls over Company assets.
- Oversee Accounts Payable and Account Receivables.
- Interface with banks, payroll service, vendors, and others as needed.
- Oversee the filing and reporting of taxes on local, state and federal level.
- Perform other duties as requested, directed or assigned.

**Global American Management;**

**Pasadena, CA**

*Staff Accountant (May 2004 to May 2009)*

*A diversified investment management firm managing businesses ranging from immigration law firm and hospitality services*

- Journal entries;
- Account payables and account receivables;
- Petty cash management;
- Bank reconciliation, credit card chargeback investigation and statement reconciliation;
- Managing, maintaining and reconciling general ledger;
- Semi-monthly payroll preparation
- Payroll tax deposit through EFT;
- Quarterly payroll tax return;
- Monthly or quarterly sales tax preparation and filing;
- Performing month-end closing;
- Financial statements preparation;
- Preparing W-2 and 1099 at year end.

**Education:**

- **CPA: sat and passed 2 exams Financial Accounting and Reporting, and Regulation in 2008**
- **California State University, Los Angeles;**  
BS, Accounting (2002 to 2007)
- **Pasadena City College**  
AA and AS, option in Accounting (1999 to 2002)

**Skills:**

- Syspro ERP system
- AvaTax
- Cashpro
- QuickBooks wholesale and manufacture enterprise version
- Peachtree software
- Proficient in MS office (word, Excel, PowerPoint, Outlook)
- Internet research and report
- Fluent in both spoken and written English and Mandarin Chinese

# REBECCA S. TANG

Address: 3016 South Betsy Street  
West Covina, CA 91744

Phone: (626) 372-4276  
Email: rebecca3630@yahoo.com

- OBJECTIVE** Seeking a full-time accounting position I can use my skills to expand my responsibilities with your organization and support my family
- SUMMARY** Quick learner, organized, and self-motivated
- EDUCATION**
1. B.S. Degree - Business Administration, Major: Accounting 2011  
California State University, Los Angeles, GPA: 3.081
  2. A.A. Degree - Business Administration, Major: Accounting 2006  
East Los Angeles College, Monterey Park; GPA: 3.332
- WORKING EXPERIENCE**
- Full Charge Bookkeeper** 05/02/2013 - 2/27/2020  
Lemus Medical Center, Commerce
- Time cards management and payroll inputted to Paychex for payroll process
  - Monitored daily deposit and expense and reviewed of A/P, A/R and general ledger posting and manage accruals
  - Prepared monthly bank and credit card reconciliation
  - Month-end closings and preparation of financial reports of balance sheet, income and cash flow statements
  - Co-operated with CPA for yearly tax return filing
- Accounts Receivable** 08/2011 - 04/2014  
88 Transportation Inc., Downey
- Posted & recorded incoming payments and updated receivables by totaling unpaid invoices daily.
  - Verified the discrepancies and resolved the problems with Sales Dept
  - Summarized the invoice accounts and prepared the receivables report monthly
- Payroll Administrator** 03/2008 - 04/2010  
Self Realization Fellowship Church, Los Angeles
- Time cards management and payroll input to ADP for payroll process
  - Created payroll general ledger entries and reconciled payroll deductions like health insurance and pension plan payments
  - Reconciliation of all payroll-related Balance Sheet accounts
  - Managed worker's compensation audit
  - Co-ordinated with HR Dept to budget an annual payroll

**Full Charge Bookkeeper**

04/2006 - 12/2007

Earthwise Bag Company Incorporation, Commerce

- Monitored daily deposit and expense and reviewed of A/P, A/R and general ledger posting and manage accruals
- Time cards management and payroll inputted to bank's software for payroll process
- Month-end closings and preparation of financial reports of balance sheet, income and cash flow statements
- Co-operated with CPA for tax return filing

**Bookkeeper**

02/2006 - 04/2006

Stone &amp; Gomez, LLC, CPA &amp; Enrolled Agents, San Gabriel

- Entered data to QuickBooks, created journal general entries, prepared bank reconciliation.
- Printed yearly W2s and 1099s

**SPECIAL SKILLS**

Bilingual: English &amp; Chinese (Cantonese/Mandarin)

**COMPUTER SKILLS**

QuickBooks Premier Professional Services Edition 2019, QuickBooks Online, Microsoft Excel, Word &amp; Outlook, PayChex &amp; ADP payroll software

# Tiffany Lu Han

Walnut, CA 91789 | tiffanyluhan@gmail.com | (909) 859-9286 | LinkedIn: [www.linkedin.com/in/tiffany-han-41729082/](http://www.linkedin.com/in/tiffany-han-41729082/)

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## OBJECTIVE

Looking for an opportunity in business field especially accounting or finance related where my professional, technical, and negotiation skills can be greatly contributed and be able to grow together with the company.

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## EDUCATION

**Bachelor of Arts in Business Administration, Emphasis in Accounting**

December 2016

University of California, Irvine

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## SKILLS

- Language: Fluent in Mandarin Chinese
  - Computer: QuickBooks, Microsoft Excel, Microsoft Word, Microsoft PowerPoints, Audio/Video
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## WORK EXPERIENCE

**Well and Fit Adult Day Health Care, Inc., Pomona**

February 2017-February 2020

Accountant (December 2018 – February 2020)

Accounting Assistant (February 2017- December 2018)

- Conduct financial forecast and analysis on future cash flow and operational returns.
- Perform bank statement and credit card reconciliation on a monthly basis.
- Make adjusting journal entries at month end to present balance sheet and income statement monthly.
- Administrate bi-weekly payroll and payroll tax for 23 employees.
- Proactively manage payments and deadline for 15+ contractors and 20+ vendors.
- Perform account receivable for six different insurance companies with 450+ weekly billing units.
- Reconcile billing report with remittance advice statements to detect underpayments and do follow up.

**YR Advisory Group, Inc., Irvine**

July 2015 – March 2016

Accounting Intern

- Recorded banking activities for five entities, including investments and property management.
  - Reconciled company's bank and credit card accounts monthly.
  - Created invoices for company's valuation on new properties according to bank engagement letter.
- 

## ACCOMPLISHMENTS

- Under a financial difficulty and unable to make one-time payment for business license tax, negotiated with City of Pomona with letters and phone calls after researching related regulations. Successfully settled with a five-installment-payment plan and avoided negative cash flow. August 2019
  - Claim's problem occurred frequently after one insurance company's merger. By constantly negotiating with their management lead and California Association for Adult Day Health Care, our company received an \$8,000 advance payment and successfully avoided financial debt. April 2019
  - In order to maximize company's profit, called and sent advocating and complaint letters to four insurance companies and California Department of Public Health. Resulted raising payment rate about 10% for three insurance company and accelerated company's yearly revenue growth over \$10,000. December 2017
- 

## LEADERSHIP

**Toastmaster Club, Woodbridge, Irvine**

January, 2017 –Present

Secretary (July 2019 –Present)

Vice President of Education (July 2018 –June 2019)

- Completed club schedules and assigned meeting roles by contacting members in advance.
- Mentored new members and kept track with the individual progress towards their speaking goals.

# PETER CHIU, CMA, MBA

Santa Ana, CA 92706 • (949) 478-4780 • [pchiu@gmx.com](mailto:pchiu@gmx.com)

## EXPERIENCE

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### Trimark USA, LLC

Finance Director, Trimark Orange County Division

Irvine, CA

Aug 2019 – Present

Lead all aspect of accounting, financial analysis, financial statements, budgeting, forecasting, project accounting, and management reporting for a \$240M Kitchen Equipment Provider (KEP) leader in the construction industry. Manage a team consisting of 18 managers/staffs (AP, AR, GL, Payroll, FA, Finance)

- Integrate the accounting operation of a \$60M+ business unit into division
- Reduce working capital's cash conversion cycle by 30 days through focus on collection of Account Receivables (reducing by over \$15M in one month) and minimizing 60+ days aged inventory
- Streamline \$4M Travel & Expense tracking with SAP Concur
- Maintain internal accounting controls. Support internal/external audits
- Modernize analytics, reports, and processes (leveraging SQL, PowerBI, MS Access, Excel dashboards)

### Johnson & Johnson - Medical Devices

Senior Finance Manager, Biosense Webster, Inc.

Irvine, CA

Jul 2018 – Aug 2019

Global finance lead for \$2.4B business unit in the electrophysiology space supporting the president in worldwide sales, P&L, strategic planning, and evaluation of business opportunities (up to \$1B valuation).

- Drove accountability and performance in regional teams and global functions through sales and P&L reviews
- Developed market forecasts (\$1-2B) paving the path for business expansion
- Co-led the development of J&J's best practices for financial valuation of disruptive technologies
- Refined global strategy and increase profitability of ultrasound catheter product lines through GP analysis

Senior Finance Manager, CSS Global Strategic Marketing (GSM)

Jul 2017 – Aug 2019

Led the management of the \$2.1B New Product Introduction (NPI) project pipeline including product valuations, market/sales forecasts, scenario analyses, and reporting key metrics (IRR, GP%, NPV, etc.) for 6 Medical Device businesses (Biosense Webster, Cerenovus/Codman, Advanced Sterilization Products, Mentor, Acclarent, and Sterilmed) under the Cardiovascular Specialty Solutions (CSS) group representing \$4B of annual revenue. Managed a team of 4 analysts in supporting the CSS Global Strategic Marketing team.

- Spearheaded financial valuation and strategic analysis for business development opportunities with up to \$1B valuation (i.e. acquisitions, divestures, licensing, partnership agreements)
- Led financials for the annual portfolio management reviews with global management board
- Enforced accountability of NPI projects forecasts by benchmarking post-launch results versus models assumptions
- Developed R&D pipeline and P&L forecasts for investor relation announcements and Wall Street analysts
- Finance lead for SAP "Back-to-Basics" and Planisware system implementations
- Ensured processes and execution of quarterly accounting close are SOX and GAAP compliant
- Responsible for budgeting/forecasting/quarter close for \$28M Marketing spend and \$30M of Royalties

### Experian, plc

Senior Finance Manager, Corporate FP&A

Costa Mesa, CA

May 2014 – Jul 2017

Responsible for the \$220M+ North America's regional corporate cost and facilities operating expenses. Replaced finance director role. Supervised a team of 6 finance analysts/managers (including 2 offshore staffs in Chile).

- Partnered with corporate executive functions in managing the \$160M+ regional corporate function costs
- Consolidated/reported on region's \$150M+ capital expenditure performance
- Administered \$80M of cost allocations for facility occupancy, information security, and insurance expenses
- Developed regional headcount reporting dashboard to manage the region's 6,700 employees
- Automated and streamlined forecast and budget processes reducing workload by 1 FTE
- Executed strategic initiatives (Spans & Layers, Offshoring) by formulating targets and driving businesses to target
- Responsible for month-end close, monthly forecasts, annual budgets, ad-hoc reporting
- Facilitated definitions and implementation of Oracle EBS and Hyperion configuration upgrades/updates
- Standardized Automotive business' clients and sales data for Sales Insight North America (SINA) implementation
- Led the SG&A carve out for the divesture of a \$400M online marketing business
- Spearheaded financial evaluation analysis of Strategic Business Cases (SPC) for facility expansion (\$8M - \$20M)

# PETER CHIU, CMA, MBA

Santa Ana, CA 92706 • (949) 478-4780 • [pchiu@gmx.com](mailto:pchiu@gmx.com)

## Deloitte Consulting, LLP

Senior Management Consultant

Los Angeles, CA

Jul 2013 – May 2014

Multiple engagements for a \$49B Fortune 100 technology corporation undergoing global Oracle EBS implementation. Analyzed SEC financial statements, investor reports, and market reports on a \$6B communication services provider.

- Modeled 75 global supply chain processes and their integration with finance processes (GAAP, SOX compliance)
- Managed the End-to-End (E2E) business process system acceptance testing (e.g. quote-to-cash, procure-to-pay)
  - o Supervised a cross-functional global team of 22 business analysts

Summer Associate (MBA internship)

Jun 2012 – Aug 2012

Produced a global Oracle EBS implementation business case for a \$12B annual revenue consumer goods corporation.

- Standardized financial and operation reports across 29 European countries to facilitate operation decisions
- Formulated Key Performance Index (KPI) benchmarks for client's 10 years corporate strategy plans

## Wenzlau Engineering, Inc.

Finance Manager

South Pasadena, CA

Jan 2007 – Jun 2012

Managed financial performance, strategic sourcing, and procurement/acquisitions for defense engineering programs (up to \$50M).

- Reduced direct spend by 60% through design and implementation of Material Requirements Planning (MRP) system
- Implemented the Earned Value Management System (EVMS) in accordance with DCMA
- Developed quarterly forecasts and annual budgets (P&L, BS, CF, Capex)
- Supervised accounting functions: A/R, A/P, G/L, capital expenditures, and cash management
- Conducted ISO 9100:2008 quality management internal audits
- Analyzed projects' cost/schedule variances, forecasts, and identified key cost/performance drivers
- Identified and evaluated business opportunities leading to expansion into the mobile fiber optic network market
- Commercial finance support for defense pricing proposals (up to \$25M): Cost Plus, LOE, T&M, & fixed-price contracts

## Panasonic Avionics Corp.

Program Planner

Lake Forest, CA

Feb 2005 – Jun 2006

Managed resource planning and assembly for flagship in-flight entertainment first article pilot units to be used on the Airbus A380.

- Designed and implemented inventory management system reducing procurement transaction costs by up to 80%
- Reduced direct spend and procurement transactions through consolidation of orders and volume purchase discounts

## EDUCATION

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### University of Southern California (USC), Marshall School of Business

Master of Business Administration (MBA), Finance and Strategy, GPA 3.8

Los Angeles, CA

May 2013

### University of California, Berkeley (UCB)

Bachelor of Art (BA), Economics

Berkeley, CA

Dec 2004

## ADDITIONAL

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**Certification/Training:** Certified Management Accountant (CMA), Lean Six Sigma Yellow Belt, Oracle E-Business Suite (EBS) R12 Finance: implementer essentials, A/P, A/R, G/L, cash management, Leaders Developing Leaders

**Enterprise Software:** Oracle EBS/OBIEE, Oracle Hyperion Essbase, Oracle JDE, IBM Cognos TM1, SAP FICO, Blackline, Veeva Vault, Infor Lawson, Concur Travel & Expense, Deltek wInsight, Deltek MPM, Opentext Provision, CA Clarity PPM, Planisware (PPM), Tableau, PowerBI

**Other Software:** Macro/VBA (expert), MS SQL, C#, MS Office Suite (MS Excel expert), MS Access, MS Visio, MS Project

**Language:** English (native), Chinese - Cantonese (conversational), Spanish (conversational)

# Monica Y. Qian

2304 Rainer Ave. Rowland Heights, CA 91748 | (217) 721-5165 | qianyiz@kean.edu

## OBJECTIVE

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Actively seeking a challenging position as a Tax Associate. Well-rounded and motivated experienced tax associate with the successful completion of the **CPA exam**, with two-year experience in driving full range of accounting and tax areas, with in-depth knowledge of GAAP and Tax regulations, with the ability to work productively, to multitask, and to lead a team of junior associates to deliver excellent results in pressure-intense and fast-paced situation, while maintaining a balance between career and personal life, B.S. and M.S. in Accountancy.

## SKILLS

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Tax compliance, Payroll Tax Compliance, Tax Research, Tax Audit, Occupancy Tax Audit, Financial Audit and Review, Financial Reporting and Analysis, Python, Tableau, QuickBooks, Sage50, Lacerte, CCH ProSystem, MS Office

## PROFESSIONAL EXPERIENCE

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### Harry C. Lin, CPA, A Professional Corporation Senior Tax Associate

City of Industry, CA  
December 2018 – Present

- Inspected and compiled annual financial statements, made account reconciliations and adjusting journal entries, did bookkeeping using QuickBooks and Sage50 to prepare tax returns for over 40 businesses with various accounting methods and periods for C-Corp, S-Corp, Partnership, Trust, including completed S-Election, applied for ADA Credit, etc.
- Led a team and prepared over 100 individual federal and state tax returns, including state tax returns for AZ, CA, CT, IL, NE, and NJ, applied ITIN, reviewed team member's return for accuracy, for tax planning, for best of client's interest, etc.
- Assisted and communicated with clients via verbal and written correspondence, established strong relationships with clients to understand their businesses and challenges, encouraged and assisted clients to get tax credits and incentives, such as Plug-In Electric Vehicle Credit, Retirement Savings Contribution Credit, etc.
- Collaborated closely with clients, team members, and managers to make quarterly estimates to meet client's income projection, including calculating estimated tax for foreign partners, building strategies for cross-border clients tax planning.
- Calculated payroll tax, issue quarter and annual payroll reports, 1099, resolved payroll discrepancies; made prepayments and prepare quarterly sales tax returns, including sales occurred in multiple counties, sales on Amazon and on PayPal, etc.
- Coordinated audit schedule and performed financial audit and review based on US GAAP and GAAS; composed and furnished detailed reports on audit and review findings and reported to management.
- Assisted Transient Occupancy Tax audit, IRS audit, and FTB audit, composed response correspondence to notices.
- Identified, analyzed, researched, understood, and applied to complex tax issues, such as Form 5472, § 1031 Exchange, etc.

### Lighthouse Consultants, Inc.

Arcadia, CA

#### Junior Accountant

June 2018 – November 2018

- Generated paychecks, scheduled direct deposit, paid payroll tax using QuickBooks for over 30 companies with different payroll frequency and payroll tax deposit schedules.
- Examined gathered information from clients such as material assets, liabilities, and expenditures to verify financial status and identify potential tax issues, and performed due diligence.
- Inspected account books and accounting systems for efficiency and use of accepted accounting procedures, including bank reconciliation, aging of receivables and payables, using QuickBooks desktop and QuickBooks online for over 16 companies.
- Gathered tax information from clients, prepare working papers and returns for cover 40 individual and 20 business entities, including C Corp, S Corp, Partnership, and Not-for-Profit Organizations.
- Collaborated with clients and manager to resolve clients' tax issues and to do tax planning.

### Zhejiang Hongda Certified Public Accountants

Hangzhou, China

#### Audit Intern, Assurance Department

August 2016

- Studied, sorted out, and revised auditing reports to enhance knowledge and to gain insights into auditing.
- Collected and arranged clients' transaction records, and prepared for follow-up auditing.
- Issued confirmation letters to banks and enterprises to verify the receivable and payable balance and to avoid possible confusion with respect to location, dates and any other relevant details of the agreement.

## EDUCATION

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### University of Illinois at Urbana-Champaign

Urbana, IL

Master of Science in Accountancy (Data Analytics Concentration: Python, Tableau, Excel)

June 2017 – May 2018

### Kean University

Union, NJ

Bachelor of Science in Accounting (Graduated with honor)

September 2013 – May 2017

## ACADEMIC LEADERSHIP

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### Chinese Business Students & Alumni Association (CBSAA)

Champaign, IL

#### Treasurer, A Member of the Organization Board

June 2017 – May 2018

- Managed organization accounts, checked and verified balance with bookkeeper twice a month; organized weekly meetings with board members and developed budget for future events; prepared receipts and tax forms for current events; reimbursed over \$1,000 expenses to 17 members for 6 events; attracted more than \$3,000 sponsorships for various events.



# E-COMMERCE SPECIALIST



Average salary  
**20/hour**

Average experience  
**3 years**

## Xiaoyu (Chloe) Wan

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### EDUCATION

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<b>Master of Business Administration (MBA) in International Management</b>	08/2016 - 08/2017
University of Illinois at Chicago, Liautaud Graduate School of Business	Chicago, IL
<b>Bachelor of Arts in International Accounting</b>	08/2008 - 06/2012
Shenyang University, International Business School	Shenyang, China

### EXPERIENCE

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<b>Freelancer-Ecommerce Account Manager</b>	06/2019-Present
	Seattle & Los Angeles, US

Providing cross border Ecommerce business consulting and managed service for multiple clients such as Pacvue, Persona Nutrition and Promounts. Based on clients' request and pain points to solve their problems.

Client:

*Pacvue* (Amazon Marketing Service Partner)

- Created the new data cube with Pacvue Dev. Team in order to improve customer experience and internal data analysis efficiency.
- Supported account management agency team to manage Henkel's Amazon Marketing Service (More than 10 brands: Snuggle, Purex, Persil, Dial and etc.). Snuggle's YoY marketing sales performance increased 37% and got the marketing sales peak during 2019 Amazon Prime Day, Dial's marketing sales has improved 79% during 2019 Amazon Prime Day.
- General AMS Account Management: Setup AMS campaigns, analyze all marketing relevant data for Henkel, provide marketing strategy and proposal for Henkel and weekly meeting follow up with Henkel.
- Provided general management consulting of Amazon VC and SC for Pacvue agency team.

*Persona Nutrition*: Guided Persona nutrition to get into Chinese E-commerce marketplace. Provided business plan & strategy and made a specific Tmall Global onboarding process for them. Also, Analyzed online and offline competitors' business data and situation in China.

*Promounts*: Managing its Amazon Seller Central business. Helping it get both sales and marketing goal.

<b>Account Manager, International Development</b>	01/2018-05/2019
IDEOCLICK (Amazon Managed Service Partner)	Seattle, US

Recruited 15 new Chinese clients who were interested in using Ideoclick's services and signed contract with ideal business terms.

- Cooperated with Ideoclick legal and operation team to launch a Chinese brands service launching SOP.
- Improved clients' Amazon.com business performance via driving supports from internal Ideoclick teams (content, marketing, catalog, etc.) Communicated with clients to help them achieve business objectives and ensured the Ideoclick team meets their needs. With 6 months' efforts, one of my Chinese clients reached their 30% month over month sales goal and another one achieved \$3M monthly sales amount target.
- Provided marketing consulting services for Ideoclick clients who want to develop Amazon International business. The client with most significant improvement has already optimized their Marketing ACOS to 40% from 80%.
- Connected Ideoclick US brands with Tmall Global and launched them successfully. Helped US brands to figure out the most appropriate business model on Tmall Global.
- Trained all Ideoclick account managers about the basic knowledge of Amazon international expansion projects.

<b>Vendor Manager, Apparel</b>	07/2015-07/2016
JD.COM	Beijing, China

- Managed Men's Apparel and Accessory products in Apparel Department.
- Controlled annual and seasonal budget of future orders, inventory turns, and cash flow.

- Developed 60 Men's fashion brands such as Heilan Home, HoDo, Bosideng, Ray-Ban, Pierre Cardin and Septwolves.
- Set OTB and ordered men's apparel & accessories for 4 seasons. Sale through rate rose to 70% from 50% since took the ownership.
- Conducted company online promotions: during the "Double 11 Shopping Carnival", the first day revenue of Men's fashion products reached \$3.8M and average daily sales kept \$1.8M in the entire promotion week. Signed a \$1M marketing package, which was the highest amount historically in retail Apparel channel, with a top Men's casual wear brand.

**Associate Vendor Manager, Outdoor Shoes**

03/2014 - 07/2015

AMAZON.CN

Beijing, China

- Supervised top 50 outdoor brands' daily sales and negotiated with vendors about marketing and site merchandising investment.
- Worked with vendor managers to track the future order fulfillment.
- Made 30% year over year sales improvement for local Chinese outdoor shoes category, surpassing both fashion product line and competitors' performance. Tread got a 3-digits' margin improvement and achieved annual profit target.
- Received 250 bps optimization in vendor funding and reduced average purchase cost by 2% for key outdoor shoes brands after intensive account management.
- Enhanced the in-season sell-through of Outdoor brands from 46% to 70% in 2014.
- Facilitated the detail page content optimization training, which was one of the key sessions in Amazon Fashion SEO project.

**VP Assistant, Outlets Department**

03/2013 - 03/2014

BESTSELLER CHINA (Denmark Fashion Company)

Beijing, China

- Supported Sales VP to launch new outlets stores and prepared weekly report to analyze the sales, inventory and net profit of all 600 outlets stores in China.
- Oversaw the retail contract signing progress of outlets stores and proceeded compliance check for the submitted financial terms with financial analysts. Increased the agreement accurate information rate from 52% to 86% after one year's efforts.
- Participated the oversea expansion project and translated the business pitch deck from Chinese to English for business development managers.
- Followed up the global BD progress of 11 countries in Southeast Asian countries and consolidated monthly tracking report.

**Accounting and Operation Specialist, Accounting and Operation Management**

03/2012 - 03/2013

LAFUMA - (French Luxury Outdoor Brand Acquired by LG Group)

Beijing, China

- Executed accounting and operating daily work for Lafuma and trained over 50 stores' employees about financial operation system.
- Managed all retail stores' sales confirmation, Account Receivable, financial statement and sales differences reconciliation;
- Analyzed sales promotion, discount rate and trustee fee fulfillment rate and provide improvement proposal to managers.

**LANGUAGE**

English (Professional Working Proficiency), Mandarin (Native)

# Karla Ramos

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## **Key Qualifications**

Highly organized, creative and detail-oriented individual with experience in:

- Analytics
- Microsoft Office/Excel
- A/B Testing Optimization
- Campaign Management
- Ecommerce Merchandising
- Copywriting

## **Education**

**FIDM** -Fashion Institute of Design and Merchandising **Degree:** Merchandise Marketing

## **Experience**

**Ecommerce Retail Merchandiser-** Chinese Laundry Shoes *January 2019-February 2020*

- Managed e-commerce platform and updated HTML.
- Analyzed business performance and growth opportunities through google analytics.
- Partnered with Social Media team for digital marketing campaigns to maximize company message.
- Distributed and filtered all UGC content to the appropriate channels.

**Integrated Brand Partnerships-** Petrol Advertising Agency *February- December 2018*

- Acted as the day-to-day contact and established strong customer/client relationship.
- Researched competitors and new business verticals for pitch opportunities.
- Maintained status of all creative resources on ongoing projects.
- Worked closely with illustration team to hit day-to-day deliverables to make sure each campaign was delivered successfully.

**Merchandising Marketing Coordinator-** Pinup Girl Clothing *August 2017- February 2018*

- Uploaded and created all skus on Magento/Salesforce.
- Worked cross functionally with marketing team and buyer to assess sales, new launches and pricing.
- Created and updated shop the look & cross-sold high inventory/staple merchandise to drive sales.
- Worked with graphic designer on landing page, email banners and used Listrak analytics reports.
- Managed FB Ads and Google Adwords budget, engagements, CTR and conversions.

**Assistant Buyer/Stylist-** Wholesale Fashion Square *January -August 2017*

- Chose assortments of merchandise for buyer and kept track of sell through to determine inventory needs.
- Wrote copy for all merchandise.
- Styled and managed shoot schedule with photographer.
- Created a social media presence and tracked all content performance.

**Brand Licensing Assistant** *January-December 2016*

- Created and managed spreadsheets for licensing production distribution.
- Assisted with daily production inventory needs to ensure samples/TOP's went out.
- Worked on brand and seasonal style guides that included patterns, graphics, images and product inspiration.
- Corresponded with partners regarding production samples, purchase orders and approved artwork license.

# Shuang Zhang

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Location: Los Angeles, CA

\*U.S. Permanent Resident

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Strategic, dynamic leader who is passionate about building trusted relationships and diverse, high-performing teams. Tackles challenges with an analytical, creative and collaborative approach to drive results. Proven experience in marketing and operational teams across various companies and organizations of vastly different cultures, shapes and sizes.

- 6 years of global work experiences. (4 years in Asia and 2 years in U.S.)
- Skills: Account management, client relation management and social media marketing in Creative, Branding, Technology and Fashion industries.
- Strong knowledge in SAP, Microsoft Office, Adobe Illustrator, Photoshop, iWork, G Suite.
- Great interpersonal skills, highly organized, fast learner, creative thinker and dream chaser.
- Fully bilingual in written and verbal Mandarin Chinese and English.

## Work Experience

### City Manager, Los Angeles

*ShopShops, Nov 2019 - April 2020*

*Los Angeles*

- Independently operated Los Angeles office serving the West Coast market.
- Full P&L responsibilities: MoM growth in sales and increased margins.
- Built dynamic office culture and lowered employee turnover rate, managed a team of over 30 people.
- Responsibilities included: Talent Management; Business Development; Cross-border Logistics; Office Management.

### VP, Cross Border E-commerce Marketing

*Open4Sale USA, Jul 2018 - Sep 2019*

*Los Angeles*

- Worked with fashion brands, department stores and other business partners to develop key strategic business plans.
- Managed and assisted existing relationship with app VIP users and sought out new partners worldwide.
- Researched, planned and attended conferences in Tech and Fashion around the world for new business opportunities.
- Represented the company in various community and industry functions to increase brand awareness.

### Senior Account Executive:

*SGK Group / Anthem, Jun 2014 – Sep 2017*

*Singapore*

- Managed multiple strategic key accounts from quote to delivery for local and global clients.
- Projects included marketing strategy, creative design, brand localization, production artworks, mock-ups, POSM and other marketing materials.
- Coached junior team members, managed team data and produced monthly client reports and presentations.
- Key clients include: Kelloggs (Pringles), Newell Brands, Mars, Lamb Weston, Wasons, USG Boral, Danone, Unilever, Zespri, 3M, etc.

### Marketing and Sales Assistant

*AdsVenture Group: Nov 2013 - Jan 2014*

*China and Singapore*

- Social media marketing on Sina Weibo and WeChat for multiple fashion and lifestyle brands.

*Chic Stash Luxury Fashion: Oct 2013 - May 2014*

*Singapore*

- Managed sales campaigns; photo editing; modeling; weekly newsletters, blogs, social medias management, pop-up sales and event planning.

## Education

- Bachelor of Arts with Honors - International Business, Birmingham City University (UK)
- Diploma in Fashion Management, Lasalle College of the Arts (Singapore)

# Michael Zhang

Rowland Heights, California, United States

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 [michaelskyqq@gmail.com](mailto:michaelskyqq@gmail.com)

## Summary

As an architect, my goal is to achieve success through an entry-level position of a storage firm which allows for the utilization and continual growth of my skills in the architecture field. I have also obtained the experience in studio culture, better communication with fellow students, both give and receive suggestions/critique to improve oneself. High level of organization and attention to detail. Throughout the year of employment and school, I had acquired valuable experience both in the workplace and school.

## Experience

### Architectural Designer / Drafter

JWL Associates

Nov 2019 - Present (7 months +)

- Create detailed drawings, including dimensions, procedures, and required materials.
- Collect data to modify drawings, maps, and schematics.
- Collaborate with engineers, architects, and surveyors.
- Review drawings for accuracy and completeness and make necessary revisions.
- Incorporate survey data to prepare drawings.
- Participate in project meetings, as needed.
- Prepare documents for customer submittal.

### Office Manager / Inventory Supervisor / Wholesale Supervisor

SoleStage

May 2018 - Oct 2019 (1 year 6 months)

Managing operation on a daily basis; for example, planning online store marketing strategies, communicate with warehouse ensure everything is going accordingly. Deciding and disturbing inventory to all Solestage store nationwide. Meeting with client and discussing price and shipping cost for wholesale. Sometimes dealing with Human Resource issues.

### Data Entry / eCommerce / Customer Service

SoleStage

Feb 2018 - May 2018 (4 months)

Entering data into database software and checking to ensure the accuracy of the data that has been inputted. By utilizing both Shopify and Shipstation to create shipping orders. Replying and informing customers regarding the issue of the order.

### Freelance Drafter

Architectural Drafter

Sep 2017 - Feb 2018 (6 months)

Worked in residence projects and communicating pertinent information to both client and city hall as needed. By having extensive knowledge of the Type-V building code and fieldwork experience can smoothen the drafting process.

### Amazon Online Sellers

## AmerFit, Inc

May 2014 - Sep 2017 (3 years 5 months)

Working through price discrepancies or variances before it reaches accounts payable. Following up on the status of orders and work to resolve any issues that could result in late. Organizing and posting online item by taking professional photographs and compelling detailing.



## Store Cashier

Diamond Bakery

Sep 2013 - Feb 2014 (6 months)

Process customer payments by cash, debit, credit card. Inquire about the guest experience and smooth any issues. Coordinate with kitchen staff regarding special customer requests.

## Education



### Mt. San Antonio College

Associate's degree, Architecture

2013 - 2017

## Skills

AutoCAD • Revit • Microsoft Office • Data Entry • Marketing • E-commerce • Rhino 3D • Adobe Photoshop • Adobe Illustrator • Microsoft PowerPoint

# NATALISE KALEA ROBINSON

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## Summary

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*Purpose-driven leader, brand builder, and storyteller with an entrepreneurial drive to scale initiatives with global impact. Fiercely passionate about design and building amazing teams.*

## Experience

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### ELLIS DAY SKIN SCIENCE

San Francisco / Los Angeles, CA

#### VP Brand Marketing

Dec 2019-Present

- Build and launch breakthrough brand within skincare space, from company positioning to key brand elements
  - Use design-thinking and user studies to inform brand identity, marketing strategy, and company launch
  - Create communication strategy across all mediums from physical product experience to advertising
  - Design and manage production of all marketing materials from packaging to photo to videos
  - Architect email marketing strategies for community engagement and sales conversion
- Hire, manage, and direct key team members e.g. PR, product development, influencer marketing, social media, ads management
- Design and build fundraising, culture, and branding decks
- Execute on operations strategy and development tasks as needed re: logistics, packaging, and formulation

### OCTAVE HEALTH

San Francisco, CA / New York, NY

#### Head of Marketing

Jul 2019-Dec 2019

- Outlined and executed multi-pronged marketing strategies for growth, including a combination of digital and analog channels, including organic and paid social, SEO, and search
- Used design-thinking and user studies to help inform brand identity, marketing, product, and business strategy
- Crafted and architected messaging across mediums
- Hired and managed key players within internal team, as well as agencies and outside vendors

### CUDDLY

Los Angeles, CA

#### PET PRODUCT E-COMMERCE AND FUNDRAISING PLATFORM

##### Chief Executive Officer

Jan 2019-Jun 2019

- All day-to-day responsibilities below (as COO) +
- Led fundraising efforts
- Set communications strategy and messaging for business, creative marketing, and product PR

##### Chief Operating Officer/Chief Marketing Officer

Apr 2017-Jan 2019

#### ACCOMPLISHMENTS:

- Created and directed a multi-pronged marketing and brand strategy including organic social, paid social, email marketing, direct mail, video, event, social influencer, and content marketing to grow revenue 5x and valuation by 3x in 20mo.
- Launched pivotal business expansion into e-commerce, increasing margin from 7% to over 55% within new product line
- Led company through a re-brand and re-name to CUDDLY; designed all creative assets
- Increased LTV by 33%
- Raised a total \$3.5M for company's non-profit partners
- Developed and produced branded short and long form videos to set the stage for marketing initiatives and growth
- Oversaw product development and design to build new features using lean methodology and constant iteration
- Expanded crowdfunding vertical to include all animal welfare non-profits, increasing capacity 300% within five (5) months
- Created branding/marketing phrases and logos, five of which are now officially trademarked
- Grew our rescue partner base from 400 to 1,500 clients
- Acquired partnerships with over 100 boutique brands and five major sponsors/advertisers
- Helped raise additional angel and pre-seed funding
- Made key development hires to improve and scale; hired and manage all third-party vendors
- Overhauled team culture (ongoing) and created a mission/culture deck for employee efficiency, happiness and retention

### SOCIAL TANGERINE

Los Angeles, CA

#### MARKETING GROWTH + CREATIVE AGENCY

## Creative Director + Business Strategist

Jun 2009-Apr 2017

- Led 360 marketing strategies for all clients, with a focus on SMBs and startups in the beauty, fashion, music, health, and wellness industries, creating branding books, designing logos/websites/products, directing communications strategy to build brand trust and differentiation, and executing digital growth initiatives; success example: increased net profit 300%+ and higher ratings on review sites
- Developed and produced creative marketing content for top of funnel advertising, brand awareness and lower funnel conversion
- Implemented influencer strategies; success example: garnered ROI of 40x through influencer marketing
- Created event marketing strategies, reiterating brand value and increasing loyalty in userbase
- Directed innovative go-to-market strategies and campaigns; success example: acquired 30,000 new, paying customers in two quarters
- Managed development teams and all outside vendors on clients' behalf

## STARS 823 RECORDS & MUSIC PUBLISHING

San Francisco/Los Angeles, CA + London, UK

INDEPENDENT RECORD LABEL AND PUBLISHING COMPANY

### Founder

Apr 2005- Mar 2017

- Formed and managed production teams, releasing six singles, two full length albums, attaining over 50 placements for major networks (MTV, VH1, Oxygen, WB) and secured licensing deal with MTV/VH1 for label catalog
- Managed all brands via production, images, video, social media, website, and press; collaborated on PR, appearing in over 30 domestic publications/magazines/reviewers, ranging from the New York Times to Maxim, as well as online magazines/blogs
- Acquired and negotiated over 40 sync placements for existing catalog, also featuring other artists, songwriters, and publishers
- Led and managed radio promotions team, achieving official song "adds" on over 75 commercial radio stations across the us, 35 stations being 1<sup>st</sup>/2<sup>nd</sup> tier markets
- Produced and directed content, EPKs, music videos for recording artists across the company
- Coordinated and tour managed, securing performances in over 85 venues all over the world
- Conceptualized and organized creative marketing events as part of the go-to market strategy
- Pioneered and created production arm for commercial music, penetrating the London market

## LUXEPICS FILMS

Los Angeles, CA

INDEPENDENT FILM PRODUCTION COMPANY / P&A-FUNDING BROKERAGE

### Partner / Creative & Strategy Consultant

May 2011-Mar 2014

- Facilitated relationships with foreign film investors (China/Dubai), resulting in closing \$50M in investments
- Packaged a slate of 10 TV projects for presentation and execution, resulting in talks with CAA, Hallmark, and HBO
- Guided strategic negotiations, leading to 5-year partnerships with hedge funds and private investors providing P&A investments for company film projects

## UNIVERSAL MUSIC GROUP

San Francisco / Los Angeles, CA

MUSIC LABEL AND DISTRIBUTION

### Marketing Associate

Sept 2004-Sept 2005

- Designed artwork for live events, campaigns, and albums
- Acted as a liaison between venues and label to execute on marketing initiatives
- Promoted upcoming music events (radio, live shows, appearances)

## Education

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### STANFORD GRADUATE SCHOOL OF BUSINESS

Stanford, CA

#### Master of Business Administration, Class of 2016

- Won first place in Stanford-sponsored consumer startup competition (co-founder of LVMKR)
- Led Stanford GSB Global Study Trip to Myanmar, securing meetings with the president, cabinet members, as well as multiple individuals listed on Forbes Most Powerful People in Asia
- Member of the Consulting, Marketing, Women in Management, Investing, Impact, and Arts, Media & Entertainment Club

### STANFORD UNIVERSITY

Stanford, CA

#### B.A. in Communication w/ a focus in Media Studies

- Graduated in three years, Summa Cum Laude, 740 GMAT

## Additional Information + Interests

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- Advisor to several companies, advising on strategy, growth, and brand
- Competency in Chinese (Mandarin) | Academic studies in Japanese, Italian
- Proficiency in Photoshop, Pro Tools, iMovie, Sketch, InVision, Canva, all Google products, etc.
- Best Friends Animal Shelter volunteer; mentor to young women
- Lover of yoga, hiking, writing, dance, blogging, meditation, and traveling (two new cities every year since 2006)
- Nominated by OCBJ: Entrepreneur of the Year Award 2019
- Nominated by OCBJ: Woman in Business Award 2019

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## SENIOR PROJECT MANAGER, INFORMATION TECHNOLOGY

*Scrum / Professional Scrum Master / Project Management / Waterfall / Data Center Management / Cloud Deployment, Management / Coaching, Hiring, Staffing, Problem Solving / IT Infrastructure / Strategic Planning / Time Management*

Accomplished manager of IT/IS projects offering more than fifteen years key experience. Practiced in successful development and management of business critical information systems, telecommunications networks and peripheral components. Possesses first-rate communications skills to collaborate on all business levels while effectively directing system, processes, operating procedures and documentation on-site and for remote locations. Highly personable and self-motivated professional with the versatility to work among diverse groups and handle complex problems effectively. Highly experienced Project Manager and Consultant, with more than ten years intensive experience with diverse, fast-paced environments.

### -- QUALIFICATIONS HIGHLIGHTS --

- IT Project Planning, Execution and Leadership, Scrum, ITIL, SDLC, SOW, IAAS/SAAS
- ERP/MRP/CRM Planning, Execution, Maintenance, and Implementation, Performance Optimization,
- Multiple System/Database Integration, including Implement with Cloud Computing,
- Systems Architecture Design, Plan and Implement, Zero Defects, Cyber Security, PCI DSS,
- Data Center Infrastructure Design and Management, VM/Cloud Data Center Management, ITSM, SLA,
- Complex Problem Management and Resolution, Root Cause Analysis and Issue Prevention,
- IT Department Management, BCP, IT Assets, Budgets, Hardware/Software Inventory, SOP,
- Individual and Team Coaching, Leading and Training, Hiring, Evaluation, Replacing, Organizational Skills,

### -- TECHNICAL EXPERIENCE --

<b>Server &amp; Database</b>	VMware vCenter, Microsoft Windows Server, Linux Red Hat, Unix, MS SQL, SQL Jobs, Cloud computing (Microsoft Azure, Office 365, Amazon VPC/EC2/S3)
<b>Software &amp; OS</b>	SAP Hana, Macola ERP, MRP, Crystal Report, Microsoft Windows Server, Liunx, Active Directory, Exchange, Microsoft Office Suite, IBM Websphere MQ, FTP/SSH/SSL, SSO, IIS, Antivirus, Backup Software, Google Drive, Gmail, One-Drive, Skype for Business, DropBox Business, MS Project/SmartSheet, Visio, Ticket Systems, Tracking Systems.
<b>Network &amp; Protocol</b>	ITIL, SDLC, PCI DSS, ISO-27001, WebEx, VoIP Phone system, LAN/WAN, TCP/IP, QoS, Load Balance, Wireless 802.11 A/B/G/N/AC, MS ISA, RDP/VPN/SMTP/POP3/IMAP, DNS, WINS, DHCP, WSUS, Active Directory, Google Analytics.
<b>Computer Language</b>	VB Script, XML, SQL command.

### -- EDUCATION / CERTIFICATION --

**PSM I** (October 2019) – Scrum.org Professional Scrum Master Cert# 463013

**ITIL v3** (August 2016) – EXIN / AXELOS Cert# 5777297.20570648

**MBA** (August 2001) – University of La Verne, California

**BS** in Computer Science (May 1998) – Chinese Culture University, Taipei, Taiwan

**-- ACHIEVEMENTS --**

- Plan, design, deploy and manage new Infrastructure using Private Clouds, IPSec and SD WAN (2017-2018)
- Implement SAP Concur; Integrate with Kronos (2018-2019)
- Plan, design new in-house Data Center (2017-2018)
- Introduce, plan, design, and implement Truck Tracking System (2019)
- Plan, design, deploy and manage Custom SaaS platform for several major US and UK banks (2009-2015)
- Plan and build new In-house Data Center (2015), BCP and Disaster Recovery (2012-2015)
- Plan and deploy centralized VoIP System for 55 locations (HQs, DCs, Stores and Remote Offices) (2019)
- Hold SLA 100.00 (2009-2015), Zero Defect (2009-2015)
- IT Department Automation (2013-2015)
- Re-create all checklists and instructions for entire IT operations and tasks (2013-2015,2017-2018)
- Plan, test, certify and deploy the new high availability and flexibility to advanced infrastructure of AES TruePay+ System (2014), custom build for First Data and Accenture. (2014-2015), Integration with HP TeamSite (2015)
- Plan, design and deploy security compliance to certify for PCI DSS 3.2 (2018-2019), PCI DSS 3.1 (2015), PCI DSS 3.0 (2013), Assist to Certify for PCI DSS 2.0 (2010)
- Case resolved and closed on-time 100% (2005-2015) (Introduce ManageEngine ServiceDesk Plus)
- Go Cloud: Exchange, Dev, QA, Live Demo, Corp Site (Amazon EC2 and Microsoft Cloud, O365) (2013-2015)
- Build entire Department of Data Center Services (2013)
- Build entire IT Department (Internal and external IT support/Help Desk) (2007-2008)
- Build/re-build entire In-house Data Center (2008)
- Introduce, plan, design, and implement ERP and WMS (2004, 2005-2006)
- Plan, design and deliver e-Commerce Products to Clients (2005)

**-- PROFESSIONAL EXPERIENCE --**

**TAWA Services Inc. / 99 Ranch / 168 Market**, Buena Park, California [www.99ranch.com](http://www.99ranch.com)

**Director, Information Technology**

**09/2016 to**

**06/2019**

Responsible for all IT needs of Tawa Group (Tawa HQ/DC, Walong, 99 Ranch, 168 Market, 188 Focus Store). Report to CEO.

- Developing and overseeing IT budget for systems, hardware, software, storage, member bonus and salary increases.
- Plan, design and deploy New Tawa Cloud and Tawa Store Cloud, better security and better SLA (99.995) for all 55 locations (HQs, DCs, Stores, and remote office), increase speed (10x), reduce cost by 20%.
- Plan, develop, and deploy Digital Display for Store Front. Plan and design Centralized Managed In Store Digit Display for Hot Deli, Bakery, Meats and Seafood.
- Lead Tech team for Kronos SAP Hana Integration, Assist SAP Concur Implementation.
- Plan and design Digital Shelf Tag (ESL) for store environment,
- Ensuring strategic capacity planning, leading IT Security Team to be compliant with PCI DSS 3.2;
- Managing IT department, including supervising Project Team, POS Team, Dev Team, hiring, and handling employee concerns and performance review and salary adjustment,
- Communicating with the technology team and other departments as collaboration requires,
- Determining business requirements for IT systems/solutions,
- Coordinating IT activities to ensure data availability and network services with as little downtime as necessary,
- Overseeing departmental finances, including budgeting and forecasting,
- Implementing policies that are chosen by executives and reporting back to the C-suite level,
- Identifying security vulnerabilities and eliminating them with strategic solutions that increase data security,
- Directing and supporting the implementation of new software and hardware,
- Identifying, recommending, developing and selecting new technology solutions for Corp and its divisions.

**Apollo Enterprise Solutions Inc.**, Long Beach, California [www.aestru.com](http://www.aestru.com)

**Manager, Data Center Services**

**01/2013 to 01/2016**

Responsible for global datacenter operations, infrastructure support, and a 24x7x365 Technical B2B Client Support team. Participated in technical sales support and all aspects of project delivery, up to and beyond go-live. Supported some of the world's largest financial institutions and banks in the US, UK/Europe, South America and Asia.

- Report to COO, as SPOC, working closely with executive management to align technology strategy with business objectives, create and follow standard IT Operations Management under ITIL Service Operation.
- Plan, Design, deploy and Manage TruePay+ system and PsyBuild platform for US and UK clients in their Data Centers, follow ITIL Service Transition for handling Release/Deployment and Change Requests.
- Managed Global Data Center Services Department, Incident Management and RCA under ITIL Service Operation. 100% case closed on-time, 100% SLA between 2009-2016.
- Re-architected the company's primary infrastructure configuration to rely heavily on virtualized, high availability systems, dramatically reducing cost of ownership and leading to a period where unplanned system outages were all but unheard of, follow ITIL Service Design to fulfill SLAs, Capacity and Security requirements.
- Introduce, Plan, Design and implemented IT projects follow ITIL policies: "IT Department Automation, Checklists and Instructions", "PCI DSS 3.0", "PCI DSS 3.1", "Migration to new Active Directory", "Ticket System: ManageEngine ServiceDesk Plus", "Dropbox Business and One Drive", "Amazon EC2 Cloud", "Office 365", "VoIP Vonage Business".

**Apollo Enterprise Solutions Inc.,** Irvine/Long Beach, California [www.aestru.com](http://www.aestru.com)

## Senior Systems Engineer

11/2009 to 12/2012

Main role on supporting current environments and support on creating new environments. Maintain Microsoft 2003 Servers and SQL 2000 and 2005. IIS 6.0/7.0, IBM Websphere MQ 6/7, MSMQ, SFTP/SSH, Queue Explorer, SQL Reporting Services. Deploy Apollo applications to Apollo environments using Star Team software.

- Report to IT Director, key person of Service Desk Team, key person of implementation in ITIL IT Service Operation.
- Key person to bring Development and QA environment to Amazon Cloud computing; also key person to setup/implement new environments in UK data centers. Plan, design and deploy internal environments to new VMwave ESXi host, reduce 70% hardware cost and gain 30% performance, using ITIL Service Design fulfill SLA, Capacity, and Security requirements.
- Response for 80+ servers in 8 US/UK environments. Planning and creating Active Directory, plan/setup Exchange 2003 server, and plan/setup IIS for Presentation Tiers.
- Part of rotation of 24/7 client support and Help Desk support, and process daily import/export patch files.
- Holding response for security, networking and servers in headquarter in Irvine/Long Beach.

**Advanced Component Specialist, Inc.,** Chino, California [www.acsmart.com](http://www.acsmart.com)

## Manager, Information Technology

02/2007 to 09/2009

Perform multifaceted role as IT manager overseeing US Region that include 6 offices in three states. Managed group of seven direct reports, tasked with ensuring system continuity and optimal uptime for ERP user population of 100. Held fiscal responsibility for functional areas of hiring, training, mentoring, performance appraisals and career development for department. Writing Standard Operating Procedures (SOPs) and checklist for Engineers and Users to use Macola ERP, Windows 2k3/2k8 Server Maintenance, SQL backups, and hardware/software troubleshooting.

- Reported to CEO, in charge of IT Department of fifty-million window-blinds wholesale business.
- Plan, design, implement in-house Data Center, create Help Desk Support Team.
- Plan, design, deploy and manage Macola ES ERP system for over 100 users in US and 20 overseas, followed SDLC; plan BCP and Recovery Plan.
- Response for 14 servers and 100 computers in 4 US locations (3 DNS, 3 TS, 3 ISA, 2 Macola, 2 Exchange, 1 SAS File Server). Planning and creating active directory, plan/setup Exchange 2003 server, and plan/setup ISA 2004 server.
- Introduce report automation and implement using ITIL Service Design for Sales Reports, Commission Reports, Inventory Reports, Sales Forecast Reports, PL Reports.
- Holding response for networking and server in headquarter in Chino. Design/setup for multiple locations VPN/RDP.
- Design/setup Time Card system using c# with barcode for accounting needs, using ITIL Service Design.

**Lucky Farms Inc.,** San Bernardino, California [www.luckyfarms.com](http://www.luckyfarms.com)

## IT Supervisor

08/2005 to 11/2006

Perform as Manager as in charge of IT Department in head-quarter of multi-million vegetable grower/broker. Report to COO.

- Responsible for in-house Data Center, including hardware software security and access control.
- Provide General IT Support in head-quarter.
- Integrate between systems, assist on developing logistic and production system, plan on ERP and MRP system design.

- Plan and implement report automation for Sales and Accounting department.
- Train users and administrator for ERP and MRP, generate and validate IT Operation checklists and instructions.
- Follow Standard SDLC to design/plan/evaluate/implement 3<sup>rd</sup> party software to fit multiple location situations.

**Web Image Inc.,** Walnut, California [www.webimage.com](http://www.webimage.com)

**IT Project Manager**

**01/2005 to 08/2005**

- Plan, design, deliver and manage E-commerce Projects.
- Integrate with payment gateways and 3<sup>rd</sup> party vendors.
- Work with QA to certify/sign-off post-Production for customers.

**Unipac Shipping Inc.,** Walnut, California [www.unipacshipping.com](http://www.unipacshipping.com)

**Senior IT Specialist**

**01/2004 to 01/2005**

Architected and manage internal, 200+ node network (XP/2000/2003/98), successfully integrating one Linux server with six Windows 2000 servers (connecting Windows NT/2000 workstations, and Windows 9x clients, printers, and terminals with remote access) through one T1 via ISP with worldwide points-of-presence.

- Responsible for hiring, training and evaluation for IT Support Engineers.
- Administer and planning Internet Information Server to meet all management, employee, and customer needs for corporate Web site.
- Design Warehouse Management System to suit logistic warehouse operations.
- Design with accounting department on accounting system to meet accounting needs for the company.
- Consult with management team for security issues including virus protection and network share security. Plan, design and implement internal networking for HQ and remote offices.
- IT budget control including software licensing, hardware purchasing/maintenance.

**Miraco NK Inc.,** S. El Monte, California

**MIS**

**08/2001 to 11/2003**

Architected and manage internal, 50+ node network (2000/NT/98), including 1 database server and 1 IIS server

- Administer and planning IIS to meet all management, employee, and customer needs for company Web site.
- Design database system for warehouse of the company for inventory controlling and purchasing
- Consult with management team for security issues including virus protection and network share security
- Choose Accounting System to meet accounting needs for the company.
- Delivered internal design, implementation, cost analysis, and negotiation of current TCP/IP-based network consisting of a point-to-point DS-1, securely connecting corporate headquarters to the Internet and customer WAN via Ethernet Cisco router.
- Consult and design with management team on developing new workflow for warehouse and purchasing department.
- Training user in accounting system and warehouse inventory system.

**California American University,** Alhambra, California [www.calamuniv.edu](http://www.calamuniv.edu)

**MIS Programmer**

**09/1998 to 08/2001**

Produced Windows Application for School Administration Department. Perform General MIS Support for Computer Lab.

- Maintain computer lab including 50 nodes in internal network (ME/98/2000).
- Resolve database slow-down issue, plan and design new database system for entire school.
- Administer and planning IIS to meet all management, employee, and customer needs for school Web site.
- Design and develop database system for the school for scoring and student record system.
- Consult and design computer lab established for the school.
- Work with management team for security issues including virus protection and network share security.
- Write user manual and train database users.

**Jobnet.com.tw,** Taipei, Taiwan [www.jobnet.com.tw](http://www.jobnet.com.tw)

**MIS (part-time)**

**05/1998 to 08/1998**

- Administer and planning IIS to meet all management, employee, and customer needs for company Web site.
- Design and develop database system for the company for documents keeping and user login record system.
- Work with management team for security issues including virus protection and network share security.

**Nimbus Technologies Corp.**, Taipei, Taiwan

**Software Engineer**

**07/1997 to 08/1998**

- Programming on database system and client GUI.
- Delivery and establish the programming lab for the company for testing propose.
- Administer and planning IIS for company Web site.
- Design and develop database system for the company for documents keeping and user login record system.

*### End of Record ###*

# Audrey S Tan

Email : [tanauadr@gmail.com/](mailto:tanauadr@gmail.com)

Phone : +1 415 690 9577 (US Citizen)

Website : <https://atan4583.github.io> Github : <https://bit.ly/32sMnPl>

Skilled Business/Data Analyst, certified Scrum ([PSM\\_I](#)) with a strong background in technology/management consulting and complex business transformation. Seeking to bootstrap my business expertise and data to help organizations attain measurable cost reduction and excellence in customer experience and business operations.

## Competency Domain

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- Advanced Data Extraction/Wrangling, Data Analysis, Data Modeling, Prediction (practical statistics & ML), Data Visualization
- A/B Testing, Data Insight Transformation, Data Quality Control, Digital Marketing Analytics
- Diverse stakeholder communications, dealing with vendors, technical, business operations and customer service teams
- Business Analysis, Requirement elicitation, Process mapping, Data/Process flows, User Story/Use Case Development
- UI Specifications, Enterprise Content Creation
- Application Testing, QA Control
- Team Collaboration, Project Management, Customer Relationship Management, Customer Journey workflows, Customer Interaction and touch point design support
- Agile Framework (Scrum, Kaban) Practice
- Enterprise, Web and Digitalization Solution delivery
- Application Operation Integration and Automation
- COTS ERP (Oracle Retail, EBS, SAS SPO, MDM, JDA Pricer/SCPO), Web, E-Commerce

## Professional Experience

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**Jun 2019 - Business/Data Analyst - Data Analytics freelancer and scholar** AU,USA,Remote

- Analyze complex data sets, elicit insights for business success enablement.
- Data storytelling with interactive dashboards, visualizations and reporting.
- Pursue advanced data analytics and strategy design study, research and certification
- Crowd source AI/Machine Learning based data projects for business applications.

**Jan 2018 - Dec 2019 Business Analytic Analyst - Smart & Final Food Services** CA, USA

- Evaluated and aligned digital strategies for business transformation projects
- Engineered data driven insights into actionable corporate digitalization growth strategies, delivered 10% cost savings, and 100% excellence in shopper experience.

**Jun 2017 - Dec 2017 Data Analyst - DaVita Medical Group** CA, USA

- Leveraged data insights to optimize business operations for MACESS - ECM and BPM for healthcare payers
- Achieved 100% excellence in operational efficiency.

**Apr 2015 - May 2017 Data Analytics Solution Consultant - Mainline Info. Systems** FL, USA

- Led sales cycle support, IT managed service solution proposal development
- Delivered data analytics prototype solutions for application managed services, cloud and digital enterprise transformation offerings for retail, finance, banking and health care customers, contributed to \$8M worth of closed pre-sales deals.

**Oct 2006 - Mar 2015 Business Analytics Technology Consultant - IBM Corp** NY, USA

- Delivered data driven business transformation projects, complex business system solutions and capabilities for sophisticated organizations.
- Supported \$3M to 10M deals, delivered 100% or more cost savings, 2-3 times competitive edge improvement in supply chain functions, intelligent market trends, consumer spending predictions, and customer shopping experience for IBM customers.

## Degree & Certification

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Degree B.Sc (Computer Science, Mathematics), National University of Singapore

Certification [Marketing Analytics Nanodegree](#)  
[Google Analytics for Beginners](#)  
[Data Analyst Nanodegree](#)  
[AI Programming with Python Nanodegree](#)  
[Docker Technologies for DevOps and Developers](#)  
[Scum.org - Professional Scrum Master I \(CSM equivalent\)](#)  
[Free Code Camp - Full Stack Web Front End Development](#)  
 Introduction to Cyber Security, The Open University  
 IBM Certified Technology Consultant

## Project Portfolio & Blog

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Project portfolio [Deploy An AI Sentiment Prediction App to AWS Cloud](#)  
[Tableau Interactive Storyboard](#)  
[Data Storyboard on Jupyter Notebook](#)  
[Data Analyst Project Portfolio](#)  
[Marketing Analytics Project Portfolio](#)  
[Build an Image Classifier with Deep Learning](#)  
[Betting App](#)  
[Web Front End Apps \(Simon Game, Tic Tac Toe Game, Pomodoro Clock, Javascript Calculator, Twitchtv JSON API, Wikipedia Viewer, Local Weather App, Build a Personal Portfolio Webpage, Build a Tribute Page-English, Build a Tribute Page-Deutsch\)](#)

Blog [A layperson's take on adapting to skill shift in the era of AI, Machine Learning and Automation](#)  
[A layperson's take on fighting the ever-escalating war of cyber terrorism](#)  
[IBM MQ Internet Pass-Thru \(MQIPT\)](#)

## Technology Stack & Toolkit

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Productivity	MS-Office, Visio, Project, Excel, SharePoint, Outlook
Methodology	Microservices, TOGAF, Agile, SDLC, SCRUM, CI/CD, TDD/BDD
Data Science	AI/ML/DL, PyTorch, Jupyter notebook, Numpy, Pandas, Scikit-Learn, Statsmodels
Data Visualization	Matplotlib, Seaborn, Tableau, ggplot, MS-Excel, Data Studio
Marketing Analytics	Google Analytics, Advanced Excel (pivot, vlookup)
Operating System	Unix, Linux, Windows, OSX, iOS
Database	DB2, Oracle DB, SQL Server, MySQL, MongoDB
Data Warehouse	AWS Redshift, Oracle 12c, IBM Infosphere
ETL	IBM DataStage, Oracle Data Integrator
Cloud	AWS, GCP, IBM Softlayer, Oracle Cloud
Hypervisor	Docker, Vmware
DevOps	GitHub, Jenkins, Jira, Bitbucket, Trello, HPQC
Coding Language	Advanced SQL, Python, C, Unix shell, CSS, HTML, XML, WSDL, Java Script, Web Framework (Vue, NodeJS, Express, Angular, React), JQuery
IBM Stack	IIB, MQ, MQFTE, MQIPT, ETL, BPM, MDM, WAS, Portal, IHS, TDS
Oracle Stack	AIA, Fusion Middleware, ESB, OBIEE, Weblogic, Forms, SSO, OID, PIM

## Language & International Work Experience

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Language	Chinese (Bilingual), English (Bilingual), German (Elementary)
Country	AU, CA, CN, DE, HK, NL, UK, US, NZ

# Grace Li

 [linkedin.com/in/gracejunyili](https://www.linkedin.com/in/gracejunyili)

 [gracelijy@gmail.com](mailto:gracelijy@gmail.com)

## Summary

Creative marketing and business development professional with 6 year's experience in US and Asia. Proven track record in international ( US - China ) product launch, go-to market strategy, digital marketing, sales, global market research, etc. Managed and launched marketing campaigns and sales channels in construction, e-commerce, retail, sports, travel industry.

Previous project/client/employer includes The Beverly Center, SFMOMA, Richard Nixon Library, America Building Materials, Tours4Fun, Museum of Dream Space, IKON PASS / Alterra Mountain Company, The Original Farmer's Market, Visit Pasadena, Visit Utah, Philadelphia Orchestra, Mackeon Products, Mack foods, US State trade office in China, Disney.

Expert in China market entry strategy and distribution channel development, ex-trade specialist at US State trade office and China trade specialist for 2012-2015's Michigan Governor, Maryland Governor, DC mayor's China trade mission.

Skilled in product marketing, digital marketing, marketing analytics, marketing mix modeling, A/B Testing, Google Ads, Facebook Ads, Instagram Ads, SEM, growth marketing, programmatic media buy, Canva and Lumen5 Videography, Twitter, YouTube, Pinterest, Wechat and Weibo content marketing. Experienced in working with SEO / SEM agency, UI/UX designers side by side.

## Experience

### Global Marketing Strategist

Tours4Fun

Sep 2019 - Present (8 months +)

Tours4fun, a Trip.com (NASDAQ: TCOM) company, is a full-service online travel superstore offering a wide range of products and services geared toward global travelers across APAC, US, EU and Latin America.

1. Created international marketing and social media strategy for US and emerging markets India, APAC, LATAM, developed localized regional contents, content calendar, etc.
  2. Created engaging social media content, paid advertising content on Instagram, Facebook, Twitter, Youtube, LinkedIn, Pinterest for India, APAC, LATAM, etc. Increase engagement and impression by 30%-300%. Reaching 10K + 50K global audience, increase traffic and conversion from emerging market users. (Portfolio link: [www.twitter.com/tours4fun](https://www.twitter.com/tours4fun) [www.facebook.com/Tours4fun/](https://www.facebook.com/Tours4fun/) [www.pinterest.com/tours4fun/](https://www.pinterest.com/tours4fun/), [www.instagram.com/tours4fun/](https://www.instagram.com/tours4fun/), [www.instagram.com/handcrafted\\_vacations/](https://www.instagram.com/handcrafted_vacations/), [www.blog.tours4fun.com/](https://www.blog.tours4fun.com/).)
  3. Developed 5+ influencer collaboration and partnerships in US and Asia, created influencer and social strategy.
  4. Partnered with product team, affiliate agencies, SEO / SEM agencies, UX/UI designers to improve mobile app performance, search engine result, website performance, user experience, etc.
  5. Researched consumer retention strategy, user growth strategy, lead generation strategy and increased consumer lifetime value.
  6. Delivered market research in India, US, APAC regions (market trend, source market, etc). Review media kit, track marketing budget, evaluate marketing ROI and develop media channels.
  7. Scheduled email marketing content, push notification, etc.
- Prepare new product launch strategy, go to market strategy for new travel products.

## Marketing Manager

### China Luxury Advisors

Sep 2018 - Sep 2019 (1 year 1 month)

Project 1 - Product launch and business development - Global ski destination and ski pass marketing.

Developed go-to market strategy and managed social media channels for Mammoth Lake, Squaw Valley, Big Bear ski resorts, engaged 30,000+ audiences in Asia.

Developed and manage 5+ major OTA partners for Alterra to launch ski resorts and ski pass sales in China, represent client to collaborate with partners.

Provide market research and advisory to the client regarding content localization, KOL partnership, brand ambassador, community strategy, co-branding, etc.

Managed weekly meeting between team in Beijing, Colorado, Los Angeles and managed client relations, trade show updates, etc.

Represented the company in Visit California FAM trip, provided training to 30+ OTA/RTO and mainstream media (CCTV, CHINA DAILY) from China.

### Project 2 - Digital Marketing and market research

Developed digital content and market research for 5+ retail and travel brands in LA and New York: The Original Farmers Market, Visit Pasadena, David Barman, London Jewelry, The Americana Manhasset. Achieved high audience engagement in Asia.

Provided market advisory to San Francisco Museum of Modern Art.

### Project 3 - Luxury Retail Marketing - The Beverly Center ( [www.beverlycenter.com/](http://www.beverlycenter.com/) )

Promoted Beverly Center social media channels to overseas tourists, managed Beverly Center tourism program and boosted retail sales from international tourists.

Represented Beverly Center on 2018 Los Angeles Tourism and Convention Board China Trade Show, developed local RTO, OTA partners.

Hosted training session for travel trade partners, airlines, hotel partners from China and Hong Kong (Brand USA, Marriott, American Airlines, etc.).

Executed 2019 Lunar New Year promotion and Wechat red pocket program, collaborated with mall tenants and promoted sales during LNY via promotional events

Provided Asian market insight to retail stores including OMEGA, Kielh's, MGM, YARDBIRD, APM MONACO, etc.



## Marketing Manager (Project base)

### Museum of Dream Space (MODS)

Apr 2019 - Jun 2019 (3 months)

1. Developed 10+ media campaigns with LA TIMES, LA WEEKLY, China Central Television -CCTV, NBC4, Telemundo, etc.
2. Developed social media content on Instagram, Facebook, WeChat and partnered with 20+ influencers, grew social media followers from 12 k to 20k in 15 days. Generated 4K-10K ticket sales per day via social media campaigns.
3. Partnered with The Beverly Center, LATCB, YELP, DOLA, FEVER UP, LA BUCKET LIST and launched grand opening campaign, LGBT month campaign.
4. Developed and negotiated ticketing platform partnership with ticket-master, todaytix, gold star, etc.
5. Developed tourism partnership with OTA/RTO in US /China, developed tourism strategy and LATCB partnership.

6. Developed event strategy, holiday promotions, charity involvement, store partnerships.
7. Daily communication with targeting partner, events company, tenant managers, etc.



### **China market strategist**

#### **America Building Materials**

Sep 2017 - Sep 2018 (1 year 1 month)

- Developed 10+ sales leads of silicone building products, water proofing products in Los Angeles, mostly real estate developer, builder and contractors.
- Created bilingual advertising campaign and increased sales leads by 60%.



### **Business Development and Marketing Specialist**

#### **The Center of American States**

Aug 2012 - Aug 2015 (3 years 1 month)

- Developed China market research and entry strategy for 20+ US companies, initiate important export for clients
- Developed important client/distribution leads for US companies, 60% cases with ground-breaking deals.

Highlights:

- Established 1st Chinese market distributor for a Michigan-based Sports equipment brand, create 2million CNY sales annually, help company with both exporting and setting up manufacturers in China. (2012.7-8)
- Developed major retail channel for No.1 US ear care brand to enter China market (Walmart, Watsons). Accomplished market research, distribution research, competition analysis, pricing analysis. (2014.6-9)
- Developed end user/distributor leads for largest US Anodized Aluminum manufacturer in China (2013.8-9)
- Developed important e-commerce retailer/distributors for 5th largest US bakery brand in China, accomplished market research, SWOT analysis, etc.
- Launched and managed 5+ Social Media Channel in China, responsible for marketing Visit Pennsylvania, Philadelphia Orchestra in China. Generated 10,000+ Chinese followers on Wechat and Weibo
- Host press conference for US government trade mission (DC Mayor, Michigan Governor, Wisconsin Governor's China Trade Mission.)
- Trade show team leader in 2015 China International Food Exhibition (Support Tennessee Food brand develop Chinese distributors) 2015 Shanghai Automechanika Exhibition (Coordinated a team of 3 staff to develop distributor/clients for Michigan Autopart Delegation)



### **Disney Merchandise Sales**

#### **Walt Disney World**

Sep 2010 - Feb 2011 (6 months)

Outstanding merchandise experience in Magic Kingdom, Epcot, Hollywood Studios. Rewarded for excellent service delivered and study performance at Disney University.

## **Education**



### **University of California, Los Angeles**

Certificate, Business Administration and Management, General

2015 - 2016



### **Cornell University**

Certificate, Digital Marketing

2017 - 2018



### **ArtCenter College of Design**

Human Computer Interaction

2020 - 2020



## Montclair State University

Certificate, Hospitality Administration/Management

2010 - 2010

Dean's List



## Shanghai Normal University

Bachelor of Business Administration (BBA), Cultural Industry

2008 - 2012

Activities and Societies:

Leader of Community Youth League, Drama Club, Volunteer of Shanghai World Exhibition, Shanghai Student Delegate to Korea

Scholarship & Reward

Prize Winner, National English Contest for College Students, University Scholarship, College Scholarship

## Licenses & Certifications



CCMP - Construction Marketing Association (CMA)



Google Analytics Essential Training - LinkedIn



Project Management - LinkedIn



Social Media Marketing - LinkedIn



Marketing Tools: SEO - LinkedIn

## Skills

Social Media Marketing • Market Research • Marketing Strategy • New Business Development • Search Engine Marketing (SEM) • A/B Testing • Growth Marketing • Email Marketing • Product Marketing • Marketing Analytics



# OFFICE ASSISTANT



Average salary  
**15/hour**

Average experience  
**1 years**

**Ada My. Luu, CMBS**  
Monterey Park, CA  
Cell Phone: (626) 629-9411  
Email: amhluu2010@gmail.com

**OBJECTIVE**

A Certified Medical Billing Specialist. Over 20 years experiences and knowledge in the healthcare field, including Physician Credentialing, Billing & Collector management, Revenue Cycle Management.

**QUALIFICATION:**

**Multi-languages: Chinese (Cantonese, Mandarin, and Chiu Chow). Vietnamese, and English.**

- **Specialize:** Revenue Cycle Management (RCM), Reimbursement & Collections: RBRVS, Payer & Patient refunds, Provider Credentialing, Accounts Receivable, Patient Statements, collections, Bankruptcy, Payment Plans, Pre-authorizations, claim editing tool and Remittance Advices.
- **Specialize in Billing:** Appeal, Denials, Claims Tracking & follow up, Time of filing, Demographics, Superbill/encounter forms retention of records, Balance Billing, telephone Courtesy, EMR/EHR, Electronic/paper claims submission, Audit the Billing Process.
- **Knowledge & Experiences** of billing and collection for Internal Med, Family Practice, Multi-specialty GI, pain management, Anesthesia, Neuropathy, Orthopedic, outpatient, Laboratory, and ASC.
- **Type of Insurances:** Manage Care, commercial payers, Medicare, Medicaid, Tricare, Champus, PPO, HMO, POS, EPO and Worker's Compensation. LOA reviewing and negotiation with the individual payer.
- **Billing Regulations:** Accountable Care Organizations, bundling, unbundling, completion of CMS 1500 02/12 form, and UB04 Payer Payment policies.
- **HIPPA & Compliance:** HIPPA privacy, Billing Compliance, M.R. retention, Financial policies, Fraud and Abuse.
- **Data Entry:** Word Processing, Filing, Organization, Excel, Spread Sheet, Mail Merge, A/R report analysis.
- **Practice Clinic set up and credentialing with all payers including government insurances, and PPO, POS, HMO with all IPAs.**

**COMPUTER KNOWLEDGE:**

- o EPIC, All scripts (COR-WEB), GECB Centricity Billing System, IDX, Passport One source, EPF workstation, EZ CAP,
- o Next Gen-Office Ally, Clearing House process, Health Fusion Practice Management
- o Medsurgical, Visions, MD office, Easy Print, Lytecs, Pacis system (Healthcare partner).
- o Window 10, Office 365 Microsoft outlook, words, Excel spreadsheet, Google sheet.

**EDUCATIONS**

East L.A Community college/East Los Angeles. General study: 1993, Major: Health Information Tech: 2010

North West College/West Covina, CA. Major: Medical Assistant, Biller. Graduated in 1995.

Mark Kepple High School. Completed four years, with Diploma in 1991.

## **WORK EXPERIENCES:**

### **Concourse Diagnostic & Surgery Center, Alhambra, CA**

**Position: Facility Office Manager**

**From: May 16, 2019 to Feb 08, 2020**

#### **Covid19- Children happened to be staying home distance learning.**

- o Organized the participating Physicians Credentialing & updating, requesting doctors' information on file.
- o Training new employees and monitor their daily performance.
- o Close daily accounts and front desk collections.
- o Banking deposit and balance sheet.
- o Review daily patient's insurances and benefit verification, prior authorization, and precertification on file.
- o Answering all phone calls from doctors, payers, and patients.
- o Review daily for next day schedule.

### **Pacific Ambulatory Surgery Center, Alhambra, CA**

**Position: Facility Manager**

**From: January 21, 2019 to May 15, 2019**

**Business closed/Bankrupt**

#### **Answer all kind phone calls and solve all billing issues with patients and payers.**

#### **Manage all front and back staffs including:**

- o Charged entry, submit claims Electronic & Papers to all payers. (Commercials, and government) in timely manner.
- o Payment posting accordingly to EOB, ERA, EFT, and patient's check, cash and credit card.
- o Bill patients with any outstanding balance.
- o Follow up & Appeals the denial of claims for payment.
- o Process refund to payers and patient in timely manner.
- o Call patients for follow up outstanding balances and payment plans.
- o Over viewing the staffs verify eligibility, benefit coverage & request for pre-certification and prior authorization.
- o Closing daily transactions, and analyst and run A/R report monthly.

### **Senergene Solution, Preston, NJ (Work Remotely).**

**Position: Manager of Client Revenue Cycle Management.**

**Work as project Contractor ended 12/31/2019**

- o Using RCM from Avility system and reports
- o Managing 18 staffs oversea and direct them to finish their daily task.
- o Monitoring, and auditing their works.
- o Analyzing and reporting on daily base of claims, denials and appeals.
- o Monitoring daily ERAs, EOBs, and payments.
- o Mapping Payers to the correct claim address through EDI.
- o Assigned the rejected claims and payment to posters.

### **Fulgent Genetics Laboratory, Temple City, CA**

**Position: Billing Department Manager**

**From: December 16, 2016, To April 2018.**

#### **Answer all kind phone calls and solve all billing issues with patients and payers.**

#### **Manage billing department including:**

- Assigned Patient accounts to staffs for Insurance verification.
- o Quote panel Coding and Pricing.
- o Charged entry, submit claims electronic and paper to all payers.
- o Audit and corrected claims from report.
- o Posting payment's EOB, ERA, EFT.
- o Review private/self-pay accounts and make calls to patient for outstanding balances.
- o Set up payment plans and follow up unpaid claims/Appeals.
- o Reviewed Letter of Agreement (LOA), and negotiate the contract.
- o Run and analyzed Weekly, Monthly A/R, payers, procedures, providers reports

### **Concourse Diagnostic & Surgery Center, LLC/City of Industry, CA**

**Position: Billing Supervisor, Coder**

From: Sept 03, 2013 To: Dec 15, 2016.

- o Make phone calls and answering calls from payers and patients regard to billing.
- o Reviewed patient's demographic and insurances information.
- o Charge entry and submit claims electronic & paper claims.
- o Audit the queue of claims, follow up, appeals, unpaid claims time filing.
- o Reviewed payment's EOB, ERA, EFT. Make sure it paid according to provider contract.
- o Reviewed patient's account for self-pay, follow up calls for outstanding balances and mail out statements.
- o Monthly analyst report of Management, Procedures, A/R Accounts, and Revenue Report.

**USC University Hospital/Keck of Medical School USC/Alhambra, CA**

*Position: Claims Audit/Payment Analyst/Refund Specialist*

From: 01/12/2012 To: 08/28/2013.

Employee ID# 5000017044

- o Analyze payments/Adjustment/Audit Claims/Review EOB.
- o Request/Process refunds//Review of medical records.
- o Verified E-prescribes/Payment poster/Correction of Payment posted.

**Medical Consultant and Provider Billing Services/Monterey Park, CA**

Self Employee: Billing Service for all type of specialist

Reference: Dr. Michael Tan, Dr. Greg Yen, Dr. I Kawei Day, Dr. Robert Chan, Dr. Jimmy Yue, Dr. John Wei, and Arco Consultant

From: Year: 2000-2011

**Garfield Medical Center/Monterey Park, CA**

Position: Admitting/Cashier/Bed controller.

Year: 1999-2000.

**Diagnostic Medical Group**

**Position: Medical Receptionist & Medical Assistant**

**Year: 1995-1998**

**Multi-languages: Chinese (Cantonese, Mandarin, and Chiu Chow). Vietnamese, and English.**

All references are available upon request.

# MABEL CHAN

918 West College Street, Los Angeles, California 90012 • 213.258.9589 • mabelchan35@gmail.com

## PROFESSIONAL EXPERIENCE

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### **Armbruster Goldsmith & Delvac LLP**

*Administrative Assistant*

**Los Angeles, CA**  
*August 2018-Present*

- Proofread and pull supporting documents for Planners and Attorneys
- Assist with litigation and trial preparation
- Manage office's calendaring and daily operations

### **Yeroushalmi & Associates**

*Paralegal*

**Los Angeles, CA**  
*November 2017-August 2018*

- Draft Prop 65 Notices, Complaints, Amended Complaints, Settlement Agreements
- Assist with litigation and trial preparation including legal research, written discovery, motions and pleadings
- File and serve via various court services: CalWest, On Call Legal, One Legal, fax file and personal service

### **Los Angeles Council District 1**

*Land Use Planning Intern*

**Los Angeles, CA**  
*October 2016-July 2017*

- Arrange meetings and represent CD1 for potential land-use policy amendments
- Research and brainstorm future policies for the Cornfield-Arroyo Seco and Central City West Specific Plans
- Assist with Councilmember Gilbert Cedillo's runoff campaign and reelection

### **USC Wrigley Institute for Environmental Studies**

*Aquaponics Researcher*

**Los Angeles, CA**  
*January 2016-May 2016*

- Research, outreach and secure solar panel clients for aquaponics systems
- Install, consult and optimize systems in local schools
- Conduct tests and assess results for pH, ammonia, nitrite and nitrate levels in water and soil samples

## EDUCATION

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### **University of Southern California**

*M.A., Environmental Studies Progressive Degree*

**Los Angeles, CA**  
*January 2016-May 2017*

- *Park Space Area in Los Angeles*, Directed Research on green space in various communities
- USC Alternative Break Costa Rica and India, Environmental and Youth Volunteer
- Additional Coursework: CEQA/NEPA

### **University of Southern California**

*B.S., Environmental Studies, Business Economics Minor*

**Los Angeles, CA**  
*August 2012-May 2016*

- *A Comparative Study of Water Efficiency and Growth for Bok Choy in a Raised Bed and Aquaponics System*, Contributing Writer
- Study Abroad, University of Queensland, Australia, Fall 2015
- Alpha Gamma Delta sorority, Founding Member
- Environmental Student Assembly

## ADDITIONAL INFORMATION

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**Languages Skills:** Fluent in Cantonese and Mandarin

**Software Skills:** ArcGIS, Esri, Time Matters, Tabs3, Stata, Microsoft Suite

**Interests Include:** Community service; marathon racing and cardio boxing; pop culture and current events

# Yizhen “Yvonne” Guan

Los Angeles, CA • 323-542-3161 • guanyizhen@gmail.com

## Objective

Seeking entry-level opportunity in Biotechnology Industry to apply knowledge and experience in biological problem solving.

## Education

**University of California, Los Angeles (UCLA)**

Bachelor of Science, Expected Graduation: June 2020

Major: Chemical Engineering

Minor: Bioinformatics

Los Angeles, CA

GPA: 3.03

## Relevant Coursework:

- Heat and Mass Transfer
- Fluid Dynamics
- Thermodynamics
- Molecular Biotechnology Laboratory
- Bioseparation and Bioprocess Engineering
- Biochemical reaction Engineering
- Cell and Molecular Biology
- Process Design and Analysis
- Process Dynamics and Control

## Work Experience

**Quon Medical Center**

Clinic Assistant

04/2013 – Present

Alhambra, CA

- Organize patients' files and medical records, efficiently in verifying patient's insurance
- Maintain office and administrative data, and manage appointments schedule for 2 doctors
- Handle the caring of the patients and occasionally assist in treatment
- Interpretation for patients who understand limited language

## Research and Laboratory Experience

**Biomedical Research Laboratory**

Lab Research Assistant

06/2019 – 03/2020

- Assisted graduate researcher with maintaining tissue culture, purifying reagent, and performing various filtrations
- Printed and optimized human tissue prototypes via 3D bioprinting
- Analyzed and compared mechanical behavior of elastic bio-ink using Instron

**Biomolecular Research Laboratory**

Lab Research Assistant

04/2019 – 09/2019

- Assisted graduate researcher with parameters fitting with the given developed model
- Compiled influenced factors of Intensity and Wave vector function
- Scripted in MATLAB for non-linear curve fitting with statistical techniques

**Molecular Biotechnology Laboratory**

Lab Research Assistant

04/2020 - Present

- Performed DNA cloning, cell culturing, fermentation experiment
- Analyzed products by performing PCR, Gel Electrophoresis, Activity Assay and Kinetic Assays

## Skills

- **Computer:** Python, C++, MATLAB, Microsoft Office, LaTeX, Pro/II
- **Laboratory:** Gene Cloning, SDS-PAGE, Cell culture, PCR, Fermentation, Distillation, Extraction, Recrystallization, Chromatography, 3D bioprinting
- **Language:** Native Chinese (Both Cantonese and Mandarin)

## Accomplishments

AICHE Member

SACHE Certificate Program: Level One and Level Two

09/2018 – Present

01/2020 – 04/2020

# DOROTHY MUI BA

## TOP-PERFORMING OPERATIONS MANAGER/EXECUTIVE ASSISTANT

*Trilingual - Fluent in the Mandarin and Cantonese Language*

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### about

#### contact

E.  
[dorosmui@gmail.com](mailto:dorosmui@gmail.com)  
m  
T. 626-400-7154  
A. Duarte, CA

Innovative operation manager and executive assistant with over 5 years of experience and a proven track record of enhancing operations by conducting in-depth analyses and integrating strategies turning losses into profit. Develop policies to keep organization's budget low including operations, maintenance and labor cost.

### professional experience

#### education

B.S. BUSINESS  
ADMINSTRATION  
*University of  
California -Riverside,  
CA  
2013*

OPERATIONS MANAGER/EXECUTIVE ASSISTANT  
*King's Tire Wholesale, El Monte, CA 2015 - present*

#### key skills

- o Microsoft Office/MAC/Windows
- o Google Suite/Outlook
- o Tech Savvy
- o Cantonese/Mandarin
- o Problem Solving
- o Organization and Prioritization
- o Management

- Set, enforced and optimized internal policies to maintain efficiency and responsiveness to demands.
- Implemented policies and standard operating procedures for continuous improvement.
- Developed and implemented plans to improve productivity and efficiency within the local operation.
- Evaluated upcoming program plans to forecast expected resource needs.
- Built relationships with customers and managed accounts to drive revenue and profit.
- Controlled daily business operations by devising and deploying short and long-range strategies to grow profitability and accomplish objectives.
- Developed organization systems for sales reports and financial records and strengthened operational traceability and operational efficiencies.
- Sourced vendors, built relationships and negotiated prices.
- Developed and updated spreadsheets and databases to track, analyze and report on performance and sales data.
- Price and cost analysis, maximizing gross margin.

#### *Key Achievements*

- Created and implemented the commission payout plan which increase sales team motivation and sales targets.
- Slashed payroll expense by 20% by monitoring and eliminating overtime while maintaining the same productivity level.
- Setting market pricing to maximize profit which resulted an increase of gross margin to 15%.
- Achieved quarterly and yearly sales targets.

#### OPERATION MANAGER ASSISTANT

*King's Tire Wholesale, Rancho Cucamonga, CA 2013 - 2015*

- Responsible for all procurement and process daily E-Commerce orders for Amazon Fulfillment.
- Inventory upload with CSV files.
- Uploaded new products onto Walmart.com and Amazon Fulfillment.
- Monitored incoming and outgoing shipments.

#### *Key Achievements*

- Improved the existing CSV files which improved inventory tracking.
- Created and presented wholesale progress reports across various metrics for ownership and executives.

#### GENERAL MANAGER ASSISTANT

*SZSR Global, Fontana, CA 2015-2017*

- Monitor high volume incoming outgoing shipments.
- Work with all operations to assist in driving through process improvements.
- Establishes workload priorities and provides clear sense of direction for the team.
- Adheres to established distribution processes and identifies continuous improvement opportunities to maintain inventory integrity.



# ANDREW RICHARDI

Film and Television Studies Professor

## PROFILE

Passionate and creative educator, writer and researcher dedicated to archiving, preserving and teaching about the underrepresented genre of martial arts cinema; specifically, the Hong Kong *gongfupian* and *wuxiapian*. As an educator, years of international teaching experience in a diverse, multicultural environment. A staunch advocate for creating a student-centered learning environment which encourages open dialogue, coaction and mutual esteem. Devoted to guiding students through their education journey and helping them develop their own passions and interests.

## CONTACT

PHONE:  
209-484-8547  
EMAIL:  
arichar4@calstatela.edu

## HOBBIES

**Martial Arts:** 25+ years of experience; 2019 USEACA International Welterweight Muay Thai Champion

**Language Study:** Over 6 years of Mandarin Chinese classes

**Podcasting:** Creator and host of 'The Martial Arts Mania Podcast'- SoundCloud

**Traveling and Research:** Over 6 years living and traveling across Southeast Asia; 5.5 years studying and researching in mainland China and Hong Kong.

## EDUCATION

### **M.A. Film and Television Studies: California State University Los Angeles**

8/2018 - 5/2020

Courses Studied: Research Methods, Film Criticism, Cultural Studies, New Digital Media, T.V. and Film History

**Special Recognition:** College of Arts and Letters Honor Award  
Recipient: 4.0 GPA

### **B.A. Film and Digital Media: University of California, Santa Cruz**

9/2005 - 6/2009

Courses Studied: Film Theory and Production, Theatre Arts, Chinese Cinema, Education and Teaching.

## WORK EXPERIENCE

### **California State University, Los Angeles: Teaching Assistant**

1/2020-Present

Teaching Assistant for 'Television History and Programming' course. Responsible for leading discussion groups, administering exams, screening material and grading papers.

### **Enter the Fitness: Owner/Operator**

6/2016-Present, Los Angeles CA

Mobile fitness professional specializing in one-on-one personal training sessions and private martial arts instruction as well as professional consultation on fitness programs for commercial gyms.

### **Starbugs English Training Center: ESL Teacher**

4/2013-4/2016, Shanghai China

ESL English teacher instructing children from ages 4- 17 years old, with an emphasis on phonics, reading and writing. Performing open classes for parents and demonstration classes for new students as well as teaching winter and summer camp classes and activities.

### **Liberty Property Management: Property Coordinator**

6/2009-6/2010, Modesto CA

Office assistant in a high-volume property management company which entailed answering phone calls and emails, working the front desk, customer relations and showing properties. Also responsible for multiple office duties such as: replenishing supplies, copying, scanning and filing documents, etc.

## Hsiao-Lan Wu

(626) 531-4909

2522 Gardi Street

Duarte, CA 91010

[2hsiaolanwu@gmail.com](mailto:2hsiaolanwu@gmail.com)

**OBJECTIVE** Seeking the HR Operations Coordinator position at TikTok company.

### EDUCATION

California State Polytechnic University, Pomona - Pomona, CA

December 2018

**Major:** Bachelor of Science in Business Administration with emphasis in international business

### SKILLS

- Fluent in written and spoken Mandarin Chinese
- Proficiency with Google Drive and Google Documents.
- Basic Adobe Photoshop and Premiere
- Computer literate in Windows, Excel, and PowerPoint
- Excellent communication skills

### COMPLETED COURSEWORK

- International Marketing Management
- International Exporting
- International Logistics
- Marketing Strategy
- Social Media Marketing

### EXPERIENCE

Lady M , **Retail**

July 2019- Present

- Providing exceptional counter service to customers
- Interacted with customers in a friendly manner in order to maintain customer satisfaction by fulfilling guests' needs
- Demonstrated ability to work efficiently in a fast paced environment with frequently changing dynamics while handling multiple demands

Spira Inc., **Customer Service Intern**

August 2017- December 2017

- Answered calls from online and retail customers
- Responsible for inspecting returned footwear and complete return protocol
- Input sales orders and invoices throughout the shift

Canaan Catering, **Waitress**

March 2015- May

2019

- Ensures exemplary service to customers
- Build sturdy relationships with the customers, employees, and team organizers
- Promote brand name through public marketing events

Milk and Honey Café, **Kitchen Helper**

June 2013- February 2015

- Assisted to brew the tea with baristas
- Maintained an organized, clean work environment
- Prepared food and decorated desserts for customers

## **VOLUNTEER**

- Mandarin/English translator at Los Angeles Church
- Sunday School teacher at Los Angeles Church

July 2015- Present  
March 2014- Present

## **ORGANIZATION**

**Collegiate Entrepreneurs Organization- Member**  
**Associated Students, Inc.- Member**

March 2018- December 2018  
September 2016- June 2017

# YESSIKA HALIM

6425 N Muscatel Avenue, San Gabriel, CA 91775 | yhalim@ucdavis.edu | (209) 627-7304

## SUMMARY

Self-motivated and detail-oriented professional with a Bachelor of Art in Design from University of California, Davis and 4 years of experience acting as a liaison between various clients and internal team. An experienced Project Coordinator with a history of working in the healthcare and hospitality industry. Skilled at developing a strong rapport with vendors and managing schedules to meet certain deadlines across various departments. Seeking to leverage my analytical and interpersonal skills, along with my deadline-driven mentality, to execute a timely, cost-effective delivery and to ensure customer satisfaction.

## EDUCATION

University of California, Davis (Bachelor of Art) - June 2017

- Design (AB), Japanese (AB)

## SKILLS

Languages

- Fluent in English, Bahasa Indonesia, Japanese / Intermediate in Conversational Mandarin

Computer Software

- **Microsoft Office:** Excel, Outlook, Teams
- **Design Software:** Adobe Photoshop, Adobe Illustrator, Adobe AfterEffects, Adobe InDesign, HTML, CSS, Vectorworks, SketchUp

## EXPERIENCE

### Capital Project Coordinator - Kaiser Permanente, CA Start-up Services (Pasadena, CA)

April 16, 2018 - Current

- Use Excel to manage about 3,000 purchase orders and update change orders through the Kaiser Permanente OneLink system.
- Follow up with vendors on Outlook regarding existing purchase orders to ensure that they are processed and on track for delivery/installation.
- Consult with Accounting department and Management on the invoice and billing process.
- Demonstrate administrative experience managing multiple forms, orders, and communications internally and externally.
- Validate delivery schedules with suppliers and internal team by developing master schedule timelines of all direct to site shipments for capital replacement and capital project buildouts varying in scope and scale.
- Coordinate on-site receiving at KP facilities as well as specific suppliers that hold inventory for Kaiser Permanente to include but not limited to visual inspection, serial number and asset tag information entry into the procurement system.
- Ensure compliance to expected timelines made between CA start up services project managers, medical centers and the National Facilities Services project teams.
- Work across multiple CA Start-Up Services database systems for project deliverable and review weekly billing from 3PL confirming accuracy and utilization.
- Plan and manage the 3rd party staffing process, workload distribution and workflow analysis with respect to project moves.
- Communicate to 3rd party logistics provider on improving processes, systems and interactions.
- Research, recommend and assist in implementing productivity improvements within internal team process.
- Maintain Excel spreadsheets to monitor furniture, equipment needs/requirements to site, using VLOOKUP, Pivot Tables, and Macros.

### Front Desk Agent/Bookkeeper/Administrative Assistant - Marriott Fairfield Inn & Suites (Rosemead, CA)

August 29, 2017 - May 2018

- Assisted manager with reconciling chargebacks by reversing transactions on the FOSE system and faxing supporting documentation.
- Improved guest hotel experience by assisting guests with check-in and making reservations.
- Use Excel to keep track of daily hotel revenues/transactions and to track employees' attendance and payroll.

### Part-time Cashier - Daiso Japan LLC. (Arcadia, CA)

October 29, 2017 - October 2018

- Counted money drawer during the closing to ensure that the amount is accurate and prepare daily profit count.
- Ensured customer satisfaction by resolving customer inquiries and processing transactions
- Have strong product knowledge and understanding of targeted customers to promote seasonal products.

### Capital Project Coordinator [Contract] - Kaiser Permanente, CA Start-up Services (Pasadena, CA)

December 12, 2017 - January 31, 2018

### Administrative Assistant/Procurement Assistant - UC Davis Arts Administrative Group (Davis, CA)

September 2015 - June 2017

- Maximized efficiency by recording procurement documents and filing them in the UC Davis Kuali system.
- Improved key distribution/processing system by relocating unsystematic forms to an online database.
- Enhanced employee satisfaction by notifying them of shipment arrivals & delivering materials to their mailboxes.

### Administrative Assistant - TDR Electronic Recycling (Oakland, CA)

July 2013 – September 2013

- Boosted information accuracy by using Microsoft Excel to calculate daily revenues and monthly profits.
- Increased total revenue by building vendors' trust with us through careful inspections outgoing and incoming recycled electronic waste.
- Maximized customer care by working effectively within deadlines and ensure timely, cost-effective delivery and client satisfaction.

# Branden Chang

<https://www.linkedin.com/in/branden-chang-063b6b130/> | (626) 354-7740 | [bmchang25@gmail.com](mailto:bmchang25@gmail.com)

## Summary

Business professional with a strong economics and quantitative background from New York University. Possesses outstanding verbal and written communication skills, can handle several projects simultaneously, and meets tight deadlines. Highly proactive and detail-oriented team-player and self-starter with advanced analytical abilities and experience in financial analysis and modeling. Seeking the opportunity to apply this background to a corporate finance role.

## Education

### **NEW YORK UNIVERSITY | JANUARY 2019**

*Bachelor of Science in Economics*, Grade: 3.6

- Minor in Business
- Related coursework: Accounting, Information Technology, Macroeconomics, Microeconomics, Statistics

### **NEW YORK UNIVERSITY SHANGHAI | AUGUST 2017-JANUARY 2019**

- Coursework in Economics, Business, Chinese Language & Culture

## Work Experience

### **FINANCIAL ANALYST INTERN | ALLEGIANT AIR | JANUARY 2020-APRIL 2020**

- Conducted rigorous routine and ad-hoc financial analysis to assess and project overall company performance, and assisted management in responding appropriately to volatile market conditions
- Wrote month-end P&L explanations in order to track monthly expenditures on a per-department basis
- Communicated with cross-functional departments to ensure that company expenditures fell within budgets
- Analyzed opportunities for both revenue generation and cost reduction and made recommendations to management

### **ATHLETIC ATTENDANT | NYU SHANGHAI | AUGUST 2018-DECEMBER 2018**

- Showed leadership and excellent customer service by greeting users of the NYU Shanghai fitness center, assisting them with their questions and concerns, and enforcing proper use of equipment and proper attire
- Collaborated with other universities to arrange interscholastic sporting competitions, and assisted with the administering and funding of NYU Shanghai athletic teams

### **OFFICE ASSISTANT | FREDERICK HO, M.D. | JUNE 2015-AUGUST 2017**

- Assisted patients with check-in and helped direct them around the office
- Helped physicians and nurses follow-up and communicate with patients post-visit, coordinated subsequent appointments as needed, and managed partnerships with other medical institutions

### **SCOREKEEPER | SAN MARINO NATIONAL LITTLE LEAGUE | FEBRUARY 2011-MAY 2017**

- Provided a positive experience for coaches, parents, and participants by ensuring games were scored fairly
- Worked with coaches, parents, and umpires and served as a mediator during discrepancies

## Co-Curricular Experience

### **MARKETING SOCIETY AT NYU SHANGHAI | SEPTEMBER 2017-DECEMBER 2018**

- Demonstrated a high level of motivation by joining the marketing society to further explore academic interest in business and marketing, along with related career options
- Participated in various case studies and simulations in order to develop a deeper understanding of business and marketing strategies
- Learned how to promote brand and product awareness and drive engagement, appropriately interact with and target consumers, and optimize marketing campaigns based on target audiences

### **AVIATION CLUB AT NYU | SEPTEMBER 2015-MAY 2017**

- Took initiative to join aviation club to further explore passion for air travel
- Attended multiple networking events and lectures with professionals from across the aviation industry
- Developed knowledge of trends and general business strategies for aviation, as well as various career options within the industry

## Skills

**TECHNICAL SKILLS:** Microsoft Office (Excel, Word, PowerPoint, Outlook), SQL, Adobe Creative Cloud (After Effects, Photoshop), Social Media (Facebook, Instagram, Snapchat, Twitter)

**LANGUAGES:** English (native), Mandarin (proficient), Spanish (basic)



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