

Marketing professional with experience in digital marketing, operations and E-Commerce in highly competitive markets. Has proven ability to develop highly effective and measurable analytic strategies to drive revenue growth, increase customer acquisition, and expand brand awareness.

## Certification & Skills

### ●Google Analytics Individual Qualification

### ●Business Data Analytics Certification

Excel/Word/PowerPoint, Google Analytics, Google Adwords, Power BI, Data Visualization, R, SQL, SAS, SPSS, Python, Qualtrics, Access, Data Modeling

### ●Google AdWords Certification

### ●Big Data and NoSQL Certification

## Education

### Sep 2016 **Master of Science in Data Science**

–Jun 2018 *DePaul University, Computing and Digital Media, Chicago, IL*

### Feb 2016 **Master of Science in Integrated Marketing Communications**

–Aug 2017 *Loyola University Chicago, Quinlan School of Business, Chicago, IL*

### Sep 2013 **Pre-MBA Program & Academic English Program**

–Feb 2016 *Oregon State University, College of Business, Oregon, OR*

### Sep 2009 **Bachelor of Engineering, Liaoning Technical University, Liaoning, China**

–Jun 2013 **Major:** Mechanic Engineering and Automation      **Minor:** Industry & Business Administration

## Professional Experiences

### Jan 2018 **Marketing Strategist, Wells Sinkware, Chicago, IL**

- Present
- Managing online sales and digital marketing strategies:
    - Creating marketing campaigns for online sales, driving 8% quarterly revenue growth
    - Managing and developing official website
    - Developing and supporting SEO/SEM strategies using Google Analytics
    - Managing online partnerships, including Amazon, HomeDepot, Wayfair, Houzz, Sears, ATG, etc.
    - Assisted company in securing Amazon as a strategic partner
  - Leading predictive analyses to develop successful marketing plans, that include:
    - Creating Power BI visualization of Dashboards for monthly and quarterly analyses
    - Monitoring competitor's marketing activities and outcomes
    - Researching, gathering, analyzing business data on market trends, consumer habits, and outcomes
  - Preparing detailed reports on sales volume, price analyses and recommendations:
    - Preparing monthly sales report by using Eclipse software
    - Preparing quarterly price analysis report, including competitive pricing insights, calculating margin and adjusting MSRP/MAP
    - Making recommendations on the most profitable design, promotion and distribution approach for products

### Aug 2015 **Marketing Assistant Internship, Yingliang Stone Co., LTD., Xiamen, China & Chicago, IL**

- Apr 2016
- Designed the questionnaire by using Qualtrics
  - Conducted marketing research, collected and analyzed data
  - Participated in the group that created the marketing plan for entering U.S. market
  - Assisted in successfully implementing a stone exhibition in Chicago McCormick place

### Jan 2013 **Project Management Intern, Shenyang Zhongfang Grinding Co., LTD., Shenyang, China**

- Sep 2013
- Participated in business negotiations with an Italian company
  - Aided the company in the formation of a business relationship with Korean Pohang Iron and Steel Co., LTD.
  - Analyzed client's business requirements and processes through document analysis and marketing research

## Leadership & Projects

### Jul 2017 **Project advisor, Conagra Brands, Chicago**

- Analyzed the Odom's Tennessee Pride (OTP) primary products situation
- Helped OTP to develop their new campaign
- Developed promotion plans, including advertising campaign in the Taste of Chicago and Lollapalooza, etc.

### Oct 2016 **Project advisor, Black Swan Manufacturing Co., Chicago**

- Designed official website
- Used Google analytics to uncover digital media opportunities
- Optimized Google Search and Display AdWords Campaigns in order to maximize ROI

### Sep 2016 **Project advisor, Chicago Chamber of Commerce, Chicago**

- Designed the questionnaire leveraging Qualtrics
- Used SPSS to perform data entry and analysis
- Created the marketing strategy