



Objective

Seeking for a challenging business development position where I can apply my entrepreneurial, leadership, managerial, analytical, and promotional skills to the growth and profitability of an organization.

Experience

SilkMotion Studios, Los Altos, CA 11/08-Present
Marketing Manager

- Develop and implement online and offline marketing campaigns
- Coordinate promotional events and create materials for the events
- Generate creative ideas for clients' marketing video base on the 4 Cs of marketing
- Expand and maintain client database

Donnamena & TQIS, San Francisco, CA 04/08-04/09
Marketing Manager, Co-owner

- Developed and implemented marketing strategy
- Increased brand awareness through social media
- Analyzed trends and generated design ideas

Silkroad Institute, Los Altos, CA 06/07-04/09
Production Assistant, Spokesperson

- Participated in more than 200 videos content development and editing
- Represented Silkroad Institute at online and offline events
- Hosted training videos and web commercials

Coach Inc., Santa Clara, CA 07/06-07/07
Sales Associate

- Accomplished 300% more sales compared to the average sales
- Established strong connection with customer

New Tang Dynasty TV Station, New York, NY 10/02-09/06
Marketing Intern

- Analyzed Excel spreadsheets and competitor data
- Tracked and forecast competitors' position in the market

Randy's Page, New York, NY 06/02-09/04
Sales Associate Manager

- Supervised 15 Sales Associates
- Designed and organized a tactical plan to target young Chinese audiences

Skills

- Language: Mandarin and Thai - fluent, Cantonese - intermediate, Taiwanese - basic
- Computer: Adobe Photoshop, Adobe Illustrator, Microsoft Office
- Acting: Experienced with on-camera communication

Award/Activities

- Coach Inc. Rewards, highest sales per hour per transaction in Northern California
- Personal Finance Award Winner, New York Financial Literacy Coalition
- Volunteer at Epoch Times, Inc. : performed translation work of English and Chinese

Education

Santa Clara University, Santa Clara, CA
Bachelor of Science in Commerce, Marketing 2007