

Sofia Chen

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EXPERIENCE

Alibaba, Guangzhou China

May 2020 - August 2023

Operations Manager

- Implemented extensive marketing and promotional initiatives to attract both buyers and sellers, resulting in a 55% increase in total market share for professional medical beauty equipment.
- Administered Alibaba's Keyword advertising and Premium advertising programs to boost Conversion Click Rates by 10.6%.
- Managed Alibaba's cloud computing system, overseeing data storage, hosting, and AI solutions, to uphold an organized database system for clientele and data. This facilitated the seamless execution of marketing email campaigns with enhanced precision and effectiveness.
- Enhanced logistics efficiency by switching services, leveraging WeChat internal application, and redesigning shipping templates. Implemented multiple courier services for timely deliveries, resulting in a 6% reduction in shipping costs and an 18% increase in revenue from shipments.
- Drafted contracts, collaborated with sales agents, and provided exceptional customer service—elevating the shop's star ratings to the highest Level 4 from Level 1 and reducing customer complaints by 15%.
- Demonstrated proficiency in English, Spanish, and Chinese - Mandarin languages to effectively communicate and cultivate positive relationships with clients globally.

PROJECTS

- **Client/Server Web Application Development:**
 - Developed a responsive web application with Bootstrap, creating an infrastructure inspired by Amazon.
 - Implemented user authentication for both customers and merchants, ensuring secure login functionality.
 - Established a comprehensive database and integrated web APIs for listing and transactions of pets.
- **Capstone Project: Student Social Security Number Form Workflow System (SSNFWS)**
 - Collaborated in a three-member team to develop an upgraded automotive solution for the Office of International Students & Scholar Services.
 - Facilitated a user-friendly completion process for international students and supervisors through web browsers.
 - Implemented modular design, program development, QA testing, and integration techniques, emphasizing documentation and project management skills.
- **Connect 4:**
 - Built a straightforward two-player drag-and-drop game designed to emulate the classic Connect 4 experience, utilizing dragNDrop JS plugin for seamless interaction.
- **Portfolio:**
 - Developed a visually appealing portfolio website utilizing React, Next.js, Tailwind CSS, and TypeScript to showcase projects and resume.

SKILLS

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| ○ Python | ○ React | ○ Web Design |
| ○ JavaScript | ○ Angular | ○ DBMS |
| ○ HTML | ○ Windows | ○ Ajax |
| ○ CSS | ○ macOS | ○ C# |
| ○ TypeScript | ○ VMware | ○ ASP.Net |
| ○ Bootstrap | ○ MySQL/SQL | |

EDUCATION

COLLEGE OF SCIENCE & TECHNOLOGY, TEMPLE UNIVERSITY
Philadelphia, PA | Bachelor of Science in Information Science & Technology