

TONGJIE YU

Seeking a full time employment starting from October 2020

📅 Feb 10th 1993 @ tyu@alliant.edu ☎ +1 858 257 8816 📍 San Diego, California, U.S.A.
🌐 [linkedin.com/in/tongjie-yu-9b6a851a2](https://www.linkedin.com/in/tongjie-yu-9b6a851a2) 🌐 <https://aliceyu68.github.io/tongjie-yu.github.io/>

🎓 A graduate student in the Master of Business Administration, concentrating on marketing and business.



WORK EXPERIENCE

A BOWL INC

Operation Supervisor

📅 March 2020 – until now 📍 San Diego, CA

- Platform maintenance. Establish internet business with online platforms, like Uber Eats, Postmates and Doordash, and post the latest cuisine regularly
- Market expansion. Develop new channels and adjacency (including community and campus) market entry strategies to accelerate sales growth.
- Financial management. Process online and offline orders, audit business activities and prepare monthly financial statements
- Customer service. Review and reply to customer feedback via crowdsourcing website, like Yelp, guaranteeing service quality

JAY TEA HOUSE INC

Marketing Intern

📅 November 2017 – November 2018 📍 San Diego, CA

- Budget analysis. Collect and summarize the budget plan from individual department, and make a reasonable pricing scheme according to the actual cost
- Marketing research. Track competitors' sale activities and marketing modes monthly, and report to supervisor or department manager
- Performance analysis. Taking supply-demand relationship into consideration, enhance products' market competitiveness

TASTY NOODLE HOUSE INC (San Diego Branch)

Operation Intern

📅 November 2017 – November 2018 📍 San Diego, CA

- Team coordination. Help manager to build connection with functional departments, and work with group's operation team to boost branch business
- Project planning. Prepare, compile and implement branch budget plan with detailed working content and specific task lists

SELECTED COURSE PROJECTS

Space Reuse of Empty Truck

Course: PMI 6010 - Project Management

📅 August 2019 – October 2019 📍 Professor - Janine Heiberger

- Provide App product design scheme for logistics start-ups companies
- Figure out an effective resource management and redistribution solutions
- Considering mobile app's flexibility, idle resource and delivery request information can be instantaneously captured by drivers, companies and users

Product Packaging and Consumer Purchasing Behavior Study

Course: MKT 6036 - Marketing Research And Data Analytics)

📅 June 2019 – August 2019 📍 Professor - Mohammad Hasan Galib

- Taking Durex as example, investigate consumer psychology and explores the influence of product packaging on their purchasing activities
- Building reliable criterion and ruling out external interference through data mining, evaluate Durex's net revenue with different appearances
- Conclude that innovative appearance upgrade, such as packaging pattern, product exterior, etc., purchasing behavior would be significantly enhanced

EDUCATION

Alliant International University

School of Management

📅 Jan. 19 – Mar. 20 📍 California, U.S.A.

- Master of Business Administration
- Overall GPA: 3.81/4.0

Alliant International University

School of Management

📅 Aug. 15 – Oct. 17 📍 California, U.S.A.

- B.Sc. in Business Administration
- Overall GPA: 3.79/4.0

HarvardX

Leaders of Learning

📅 April 2020 📍 Online

ACHIEVEMENTS

🏆 **Scholarship**
Granted student scholarship

👤 **Excellent Staff**
Best employee in A Bowl INC

📊 **Academic Excel**
Ranked top among MBA students

SOFT SKILL

Leadership Emergency treatment
Decision Making Resourcefulness
Responsible & Reliable Teamwork

PROFESSIONAL SKILL

- Photoshop
- Data Analysis
- Website Design
- Market Analysis
- Microsoft Office
- Business Strategy
- Operations Administration
- Strategy Research & Analysis
- Business Communication Skills

LANGUAGES

Mandarin
English
Cantonese

