

TONGJIE YU

Seeking a full time employment starting from January 2021

📅 Feb 10th 1993 @ tyu@alliant.edu ☎ +1 858 257 8816 📍 San Diego, California, U.S.A.
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🎓 A graduate student in the Master of Business Administration, concentrating on marketing and business.



WORK EXPERIENCE

C-LOOP TEC.

Market Researcher

📅 September 2020 – Until Now 📍 Beijing, Remote Office Work

- Customer needs analysis. Analyze the sales target of advanced auxiliary driving system, select target customers, focus on developing target customers, and send ADAS introduction to potential customers at the same time
- Company business development. Subdivide market, screen out target market of automatic parking system, and select mainstream automobile enterprises (automobile OEM, 4S car shops) to develop business cooperation
- Improve company system. Collect, sort out and analyze the feedback information of the public on the existing automatic parking system cognition, propose solutions and improve the system for the feedback
- Market trend analysis. Responsible for the market analysis (competitiveness, competitor capabilities and technology solutions, industry status and SWOT) analysis of automatic driving of local and overseas
- Project report writing. Writing business plan and business contract, making commercial PPT, designing survey questionnaire, formulating marketing strategy (channel, pricing and cooperation)
- Collect industry information. Timely grasp and understand the level of automatic driving (L0 to L5 driving mode and typical application), and supervise the market behavior of competitors

A BOWL INC

Operation Supervisor

📅 March 2020 – December 2020 📍 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
- Organize activities. According to the sales and ranking changes of products, organize and plan sales activities

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
- Training management. Be in charge the recruitment, cultivation and maintenance of part-time staff

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

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

TRAINING

MOOC



Python Data Analysis and Display

📅 October 2020 📍 Online

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

- Project planning. Prepare, compile and implement branch budget plan with detailed working content and specific task lists
- Customer maintenance. Collect and analyze customer feedback, solve customer needs and improve management system

SELECTED COURSE PROJECTS

Campus environmental protection

Course: PPI 6901 - Project of professional practice internship

📅 October 2019 – December 2019 📍 Professor - Dr. Leila Naderi

- Organized two aspects of activities in the campus environmental protection
- Break down the garbage means divided garbage into five categories: recyclable garbage, non recyclable garbage, dry garbage, wet garbage and toxic garbage, and the corresponding garbage cans are placed in the universities
- Show the pictures of dead fish and polluted ocean, let people aware of the harmful effects of littering and waste of resources, and start from their own put garbage to the designated garbage can, reduce environmental pollution

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
- The concept "Space Reuse of Empty Truck" is a solution to a problem to address under-utilization of trucks within the country. When transporters deliver goods from A to B, they usually return back to its destination with an empty truck which is a waste of countless resources
- Build a mobile application, on which companies may insert an empty truck and its destination and where other companies or private persons may book these vacant truck spaces

SELECTED CURRICULUM RESEARCH

APLUS

Course: IND6000 -Industry infrastructure, functional aspects and systems

📅 September 2019 – November 2019 📍 Professor - Dr. Jeffrey S. Appel

- Made a report focuses on a cloud computing service called APLUS. As a start-up company, APLUS has limited funding for cloud services, but cloud services are desperately need by the firm
- APLUS needs cloud services with reasonably priced and cost effective. According to the service platform provided by APLUS, this paper studies and compares Amazon website services with Google cloud platform
- Amazon website services and Google cloud platform have many common services, but they provide different pricing models for customers. The conclusion is that the former is cheaper than the latter based on the hypothesis

-The research covers many issues related to the price, value, storage space, cloud services, instance configuration and free trial of the former and the latter

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

SOCIAL ACTIVITIES

- Feb. 2020-Multi-Cultural Seminars
- Feb. 2020-Career Fairs
- Oct. 2019-Academic Row-Alliant Resource Vendor Fair
- Nov. 2019-San Diego North Job Fair
- Nov. 2019-Law lecture events
- Jun. 2019-Global and Diverse Leadership
- Apr. 2019-Community Impact Fair
- Mar. 2019-APA Writing Workshop
- Mar. 2019-Safe Space Allies
- May 2017-Cultural Fair
- May 2017-International Graduation Fiesta
- Feb. 2017-Science Fair
- Feb. 2017-Meet the President of Alliant
- Nov. 2016-International and Multicultural event
- Oct. 2016-Book Exchange and Friendly Dialogue
- May 2016-Commencement Volunteer
- Apr. 2016-Culture Celebration
- Nov. 2015-Social Science Association
- Oct. 2015-International Students Gathering
- Sep. 2015-Student Organization Fair

ABOUT ME

- As a graduate student in the Master of Business Administration, concentrating on marketing and business. Had almost one year of experience as an operation supervisor with a master's degree in the company, three months work remotely as a market researcher in C-LOOP TEC and 13-months of experience in an internship. Be good at thinking and summarizing, and constantly improve ability to work.
- 1. Love the Internet, financial industry, education industry and FMCG industry
- 2. Great communication and coordination skills, work actively, strong sense of responsibility and teamwork spirit
- 3. Have strong negotiation ability and communication skills, good professional quality, honest and loyal

LANGUAGES

Mandarin
English
Cantonese



OTHERS

- Driving License – C