

# COLLINS WONG

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## **Skills Summary**

User Interface Design

User Experience

Figma

Sketch

Wireframing

Prototyping

Mockups

HTML

CSS

JavaScript

Data Analysis

Pivot Tables

Microsoft Excel

SPSS Statistics

Microsoft PowerPoint

Microsoft Word

Outlook

Video editing

Content Creation

iMovie

Canva (Graphic Design Platform)

YouTube

Proofreading

Inventory Management

Public Relations

Google Docs

Sage

Sales

Spreadsheets

Account Management

Customer Service

Barista Experience

Fluent in Cantonese

Intermediate level in Mandarin

## **Education**

### ***UI/UX Design***

***CareerFoundry (10/22 – Present)***

### ***Bachelors in Psychology***

***California State University, Fullerton (08/16 – 01/21)***

- Dean's List: Spring 2019 and Spring 2020.

### ***Study Abroad***

***Korea University: Seoul, Korea (08/19 – 01/20)***

### ***High School Diploma***

***Edgewood High School: West Covina (09/12 – 05/16)***

## **Experience**

### **Marketing Analyst**

OEC Group - Cerritos, CA. October 2021

- Manage Sugar CRM platform for entire southwest division.
- Research and increase account base.
- Research and launch campaigns.
- Work closely with the pricing team to utilize special rates for our campaigns.
- Launch regional campaigns to target opportunities.
- Run reports to monitor sales team performance and analyze future improvements.
- Run reports to monitor performance and create campaigns to attack competitors.
- Study competitor's performance.
- Organize data to present to the management team.
- Present reports/data to management and VP/CEOs.
- Create and organize charts to visualize key data points for customers and internal team.
- Workshops to train new sales on how to use Sugar CRM.
- Manage CRM platform.
- Create new reports to analyze performance trend of our team.
- Keep updated with the market and relay the information across multiple departments.
- Work closely with the sales team to research new prospects and provide in depth information to assist in securing new accounts.
- Work with our Asia offices to create campaigns and increase opportunities.
- Utilize excel to create and present charts/graphs for meetings/presentations.
- Create training videos for all new sales/marketing members.
- Create PowerPoints for sales team to present to clients.
- Use Datamyne to research the market and competitors.
- Use Panjiva for research on customers.
- Assist sales with finding contact information for leads.
- Lead year launch and mid-year presentations for the team.
- Work with graphic designers to create advertisements/brochures/videos to promote the company.
- Utilize customer portal to assist customers in track and trace/automated reports.
- Prepare market information and forecasts to present to clients.

## **Marketing/Sales**

American Opto Plus LED Corp. - Pomona, CA. February 2021-October 2021

- Maintain and build relationships with clients.
- Create product data sheets for clients.
- Proofread all data sheets and ensure there are no mistakes.
- Cross reference products and ensure our clients receive the product they need for their projects.
- Create spreadsheets and documents to assist in inventory management.
- Translate reports and documents into English.
- Work closely with the manager to provide data sheets, quotes, and information on products for clients.
- Manage accounts to ensure clients' needs are met.
- Process orders from Digikey.
- Provide customer service for clients and customers from Digikey.
- Use Sage to process orders and update pricing for clients.
- Create adjustments to the website.
- Train employees on inventory management and shipping processes.
- Create and send inventory reports to distributors every week.
- Follow up with client's inquiries.
- Work with the team to communicate with sales representatives around the country.
- Maintain a relationship with our factories, and work with them to make sure the products arrive on time and meet the client's needs.
- Stay updated with trends and propose potential products to clients.

## **Internship**

StandUp For Kids - Orange County, CA August 2020 to January 2021

Podcast/Marketing Team:

- Video editing.
- Produce social media content for Instagram/YouTube.
- Organization Promotion.
- Cycle through a list of pictures/videos to see what media could be created.
- Help edit and create videos to promote the organization.
- Create videos that highlighted the organization's mission and accomplishments.

Public Relations:

- Advocacy
- Build relationships with people in the state, city, federal level.
- In charge of monitoring the city of Anaheim. Contact Anaheim council members and promote the organization.
- Write and send emails that highlighted the organization's mission and achievements.

## **Barista/Waiter**

1964 Nam Ah - Hong Kong, HK June 2015 to January 2018

- Prepare a large variety of drinks.
- Customer service.
- Train new employees.
- Maintain a friendly environment, and made sure customers were satisfied with the standards of the food and atmosphere.
- Curate a playlist of songs to suit the mood of the restaurant.
- Maintain a clean environment by sanitizing the bar and utensils.
- Take orders from customers and served food.
- Help translate between English and Cantonese (For international customers).

## **Languages**

- English (Writing/Reading/Speaking) - Fluent
- Cantonese (Reading/Speaking) - Fluent
- Mandarin – (Writing/Reading/Speaking) - Intermediate