Henry Yang

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Seasoned management and IT professional with proven success and dependable performance

**Marketing and IT Manager** VISION DYNAMICS OPTOMETRIC CENTER 2013-Pres.

Managed overall operation for the business, developed and managed staff

* Executed growth plan to increased revenue by 300% through streamline service development, on-going multi-channel marketing, vendor management
* Implemented ERP/CRM management software to automate entire operation to improve operation
* Designed, deployed, managed, and maintained technology infrastructure, upgrades, and IT security

**Managing Broker** TOTAL INTEGRITY INSURANCE 2009-Pres.

Provided comprehensive insurance solution to businesses and families

Streamlined marketing process, client retention and acquisition by implementing marketing, web and social media outreach. Increased vendors to offer wider product offerings for clients

**Assistant District Manager** FARMERS INSURANCE 2005-2009.

Provided field leadership in a premier insurance and financial service company

* Developed marketing plan that resulted in district winning Championship Achievement Club as top 3% of company in 2008 and Topper Club, top 10% of company in 2007
* Designed and implemented training and mentorship program to increase sales team’s ability to close sales and leading highest conversion rate in district history
* Created and executed new marketing programs to double growth rate in the district
* Conducted financial services compliance audits and inspections in field offices

**Marketing Manager** BAY ALARM COMPANY 2004

Lead the marketing department to support the sales channel in attracting and retaining subscribers

* Increase customer growth rate from 4% to 7% by revamping customer acquisition programs and new sales tools; passive and reactive marketing to proactive marketing
* Complete redesign of corporate communication tools, collaterals, and corporate website
* Created sponsorship programs, direct mail campaigns, and partnership marketing programs
* Designed and implemented marketing metrics to track and increase ROI which lead to a decrease in marketing spending by 5% and increasing leads generation by 20%

**Marketing Analyst** SPRINT WIRELESS 2002 - 2003

Strengthened Sprint’s position as a world-class telecommunication company

* Assisted in opening 5 new retail stores and increased number of indirect resellers by 10%
* Fueled growth in a highly competitive industry by launching new products and services
* Maximized revenues, achieved sales targets by developing product positioning and pricing
* Increased product visibility and sales with multiple promotional and event programs

**Product Marketing Intern** ALTA VISTA 2000

**Computer Lab Specialist** PURDUE UNIVERSITY 1999 - 2001

EDUCATION and CERTIFICATION

MBA, Marketing, Management PURDUE UNIVERSITY

BA Psychology UNIVERSITY OF CALIFORNIA

CompTIA A+ Certificate

Facebook Social Media Marketing Certificate FACEBOOK

Certificate-Digital Marketing GOOGLE