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| Henry Yang  CompTIA CSIS, MBA  1480 Moraga Rd Ste C-222  Moraga CA 94556  (925) 247-4533  Henry.yang.mba@gmail.com  DEGREES  MBA, Management PURDUE UNIVERSITY  BA Psychology UNIVERSITY OF CALIFORNIA  CERTIFICATES  Secure Infrastructure Specialist (CompTIA CSIS)  IT Operation Specialist (CompTIA CIOS)  CompTIA A+  CompTIA Security+  CompTIA Network+  Facebook Social Media Marketing  Google -Digital Marketing | **IT/Cybersecurity Manager** VISION DYNAMICS OPTOMETRIC CENTER 2013-Pres.  Managed IT infrastructure and overall operation for the business  • Designed, deployed, managed, and maintained technology infrastructure, upgrades, and IT security  • System hardening, patch management, driver updates, PCI compliance scans  • Project management: implement ERP/CRM software entire operation  • Created security policies, user training to ensure HIPAA and PCI DSS compliance  • Designed and installed security camera and system  **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 for 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, 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 marketing department to support sales and attract and retain subscribers  • Increase customer growth rate from 4% to 7% by revamping customer acquisition programs and new sales tools  changed passive and reactive marketing to proactive marketing  • Complete redesign of corporate website and sale collaterals  • Created sponsorship, direct mail, and partnership marketing programs  • Designed and implemented marketing metrics to track and increase ROI to decrease in marketing spending by 10% 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 indirect resellers by 10%  • Fueled growth in a highly competitive industry by launching new products/services  • Maximized revenues, achieved goals by developing product positioning and pricing  • Increased product visibility and sales with multiple promotional/event programs  **Product Marketing Intern** ALTA VISTA 2000  **Computer Lab Specialist** PURDUE UNIVERSITY 1999 - 2001  • Installed, maintained, repaired computer and networking hardware, software as well as AV equipment for administrative team, academic staff and students |