**Fiona Wenhan Zhao**

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**Education**

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UNIVERSITY OF WINNIPEG - Winnipeg, Canada 2019 - 2022

Bachelor of Arts in Women and Gender Studies | GPA: 3.00/5.00

* Minor: Machine learning

Ryan international School - Mumbai,India 2007 - 2017

High school in Science | GPA: 4.00/5.00

**Professional Experience**

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UNIQUE BUNNY - Winnipeg, Canada 2014-01-01 - Present

Founder

* Founder and GM of the largest chain boutique in Manitoba that specializes in Japanese & Korean beauty and lifestyle products
* Managed 3 brick-n-mortars and online store with $5Mn+ GMV and $1Mn+ annual revenue & $1.2M free cash flow in 2021
* Created an inventory of X+ products ranging from X categories resulting in a YoY revenue growth of X%
* Improved the customer retention rate by X% by supervising 15 store staff and developing customer service training manuals, teaching product features and selling points
* Performed inventory analysis and improved stock-forecasting mechanism by X% by communicating with vendors, couriers, and Canadian Border Services Agency to ensure on-time, complete delivery of products
* Conducted product-mix optimization drives to analyze consumer behavior and accordingly founded X best-selling products
* Collaborated with X+ marketing firms to run online advertising and in-store marketing by allocating a total budget of X$
* Led the digital transformation of the company by designing and launching the official website that has X MAU
* Managed the company’s social media presence across X platforms by actively posting promotions, blogs, and new products; Accumulated 15k+ followers across multiple platforms

ST. JOHNS - RAVENSCOURT SCHOOL - Winnipeg, Canada 2016-01-01 - 2020-12-31

Boarding Advisor

* Designed & executed efficient study programs; Improved student results by X%
* Mentored 30+ international boarding students, providing each student with peer mentorship sessions to help students adjust to the boarding school environment and improve their academic and social performances
* Planned and executed X stimulating programs and activities, connecting students to the Winnipeg community at large and providing students with a deeper understanding of the Canadian culture

HUDSON’S BAY COMPANY - Winnipeg, Canada 2013-01-01 - 2014-12-31

Counter Manager

* Managed the Clarins Paris counter at the Hudson’s Bay Company – Winnipeg flagship, achieving 30% revenue increase
* Awarded as the Top Sales Associate of the Month – Three times
* Created a client & store management SOP that enhanced the customer experience by offering professional consultations to X+ customers; Efforts yielded strong customer satisfaction, earning recognition from Clarins HQ
* Built a clientele of X+ customers by promoting the products on social media platforms

**Projects and Extra-Curricular Activities**

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Aiesec - Mumbai 2007 - 2017

Manager

* point1 hai ye
* this is point 2
* point 3

RIA - Nagpur 2002 - 2010

Intern

* Hii
* Hello
* How are you

**Other Information**

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Skills: Digital Marketing, Inventory Management, Customer Service, Data Analysis, Social Media Management | Languages: English, Mandarin