**Fiona Wenhan Zhao**

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**Education**

UNIVERSITY OF WINNIPEG - Winnipeg, Canada  
 2019 - 2022  
 Bachelor of Arts in Women and Gender Studies  
 GPA: 0.6  
   
   
  
  
 Professional Experience  
   
   
   
 Founder  
 2014-01-01 - Present  
 UNIQUE BUNNY - Winnipeg, Canada  
   
   
 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  
   
   
   
   
   
 Boarding Advisor  
 2016-01-01 - 2020-12-31  
 ST. JOHNS - RAVENSCOURT SCHOOL - Winnipeg, Canada  
   
   
 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  
   
   
   
   
   
 Counter Manager  
 2013-01-01 - 2014-12-31  
 HUDSON’S BAY COMPANY - Winnipeg, Canada  
   
   
 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  
   
   
   
   
   
  
 Skills  
   
   
 Digital Marketing  
   
 Inventory Management  
   
 Customer Service  
   
 Data Analysis  
   
 Social Media Management  
   
   
  
   
  
 Languages  
   
   
 English  
   
 Mandarin  
   
   
  
   
  
 Interests  
   
   
 Entrepreneurship  
   
 Fashion  
   
 Blogging