

FURONG WANG

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EDUCATION

East China University Of Science and Technology (ECUST) Shanghai, China | 08/2013–07/2017

- **Degree Awarded:** Bachelor of Engineering
- **Major:** Environmental Engineering

Boston University

Boston, MA, USA | 09/2024–Present

- **Degree Pursued:** Master of Science in Applied Business Analytics

EMPLOYMENT EXPERIENCE

Qingdao Beverage Group Co., LTD

11/2020-04/2024

Title: Operation Specialist

Team Awards: Performance and Contribution Award; 2021 Advanced Team Award; Reform and Innovation Award

- Operated various e-commerce platforms and expanded new business models such as TikTok e-commerce and community group buying through live broadcast data and user data analysis, achieving a year-on-year sales growth of 155%
- Explored and maintained new channels, designed and launched 4 e-commerce special products and then conducted promotion and marketing, increasing the GMV share of these new products to 25% and driving a year-on-year growth of 21% in the channel's annual GMV
- Maintained and tested ERP and WMS systems and restocked based on real-time sales, inventory, and logistics situations
- Controlled the sales and expense budgets for each channel, monitored budget completion and expense consumption, and conducted yield analysis, maximizing the profitability
- Liaised with major clients for product promotion and cooperation and adjusted the product line based on customer needs and operational conditions

Shanghai Mocan Network Technology Co., LTD

07/2017-08/2019

Title: Operation Specialist

Individual Awards: 2018 Q3 Outstanding Employee; 2018 Outstanding Employee; 2019 Q2 Outstanding Employee

- Adjusted site operation strategies and enhanced website traffic and conversion by analyzing website visitor and product conversion
- Monitored industry markets and competitive dynamics and assisted the operations supervisor in decision-making for website optimization direction and operational and sales logic
- Managed advertising on Facebook and Ins, adjusted new product designs and structure and optimized the product display logic, achieving over 300,000 user conversions from the Facebook channel in six months, an ROI of over 3, and a 10 percentage point increase in new product sales
- Led monthly operational activities and annual promotions, formulated, implemented and reviewed promotional activity plans
- Promoted new user conversion, old user repurchase and lost user recall filter via analyzing website user data, optimizing user touch points and paths, and designing personalized push logic
- Expanded channels by analyzing data from KOL collaboration conversion effects and traffic introduction, and optimized push content for better customer alignment, reducing reach costs and resulting in a threefold year-on-year increase in annual EDM channel revenue and a 12% increase in average order value

ADDITIONAL INFORMATION

Computer Skills: Python, R, SQL, Excel, Axure, Xmind, Google Analytics, Photoshop, CapCut

Languages: Chinese (Native); English (Proficient)