

# XIAOFENG HUANG

## Profile

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Full Stack developer focus on help customer develop modern, dynamic and high-performance website. I'm very good at Java, HTML, CSS and Javascript, Mysql, familiar with vue.js and SSM framework. and understand React.js well.

Besides, With eight years experience in technical support and sales management, I'm very good at communicating with customers and provide total solution to customer based on their requirement. As a professional sales, I am self-motivated, result-oriental and used to working in a high-pressure environment. I'm a fast learner because my customers were from different fields and have different requirements, that made me have to learn new knowledge to understand the customers' demand. After moving to Montreal, I worked for two E-commerce companies, then started my own business. It helps me have a deep understanding about e-commerce.

## Personal Details

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**Highest Level of Education:** Master's Degree

## Work Experience

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### Owner

MAWellness S.E.N.C - Montréal, QC

September 2018 to April 2022

- Provide nutritional suggestion based on customer's health status;
- Sell nutrition products to customer based on their needs
- Sell other consumables such as vetement, cosmetics and etc. to Chinese customers.

### E-commerce Specialist

Shopplerplus.Inc - Montréal, QC

February 2018 to May 2018

- Content management of office supply products line, such as create the content of new products and update the content of existed products
- Perform the SEO of products
- Inventory management and forecasting of the products based on the sales data
- Carry out promotion campaign

### Regional E-Commerce Specialist

Zendure INC. - Shengzheng

July 2016 to September 2017

- Content management on Amazon platform. Include create and modify the content of products, perform SEO, manage keywords ranking, and etc.
- Carry out the advertisement campaign include keyword bidding ranking and promotion
- Build and develop the relationship with Amazon KOLs of Canada in the category
- Exploit new sales channels

### **Senior Technical Consultant**

OCEAN OPTICS ASIA - SHANGHAI

September 2013 to June 2014

- Bridge the gap between customer and technical department
- Figure out the specification and setup of equipment based on customer's requirement
- Help project manager to ensure the delivery timeline of project

### **REGIONAL SALES MANAGER**

OCEAN OPTICS ASIA - Shanghai

March 2011 to September 2013

- Reinforce OOA (Ocean Optics Asia) sales development in East China and achieved sales target assigned. The yearly sales growth in East China exceeded 20% and the total sales revenue in East China in 2012 was around 2.6M US\$ dollar
- Lead regional sales team to achieve sales target assigned and exploited new application market and customer resource.
- Provide total technical solution and maintain relationship with key OEM customer in region
- Build and develop good relationship with regional Key Opinion Leader
- Support marketing team to enhance OOA branding and promotion activities

### **Sales Manager**

B&W TEK INC - Shanghai

January 2007 to May 2010

- Lead sales team to achieve sales target assigned. In these three years, the average annual increase rate of sales is around 30%
- Develop new market and customer resource
- work with technical teams to provide total solution to key OEM customers
- Supported marketing team for branding and promotion activities

### **Application Engineer**

B&W TEK INC - Shanghai

April 2005 to January 2007

- providing total solution based on customer's requirement
- Provide after-sales service, including installation, training and technical support
- Build and develop customer relationship

## **Education**

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### **AEC / DEP or Skilled Trade Certificate in software development**

Vanier College - Montréal, QC

October 2021 to Present

## **Master's Degree in Analytical Chemistry**

Tongji University - Shanghai

September 2002 to April 2005

## **Bachelor's Degree in Applied Chemistry**

Tongji University - Shanghai

September 1998 to June 2002

## Skills

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- Sales Management (6 years)
- Account Management (10+ years)
- B2B Sales (8 years)
- Social Media Management (2 years)
- Business Development (8 years)
- E-Commerce (2 years)
- Product Development (8 years)
- Marketing (4 years)
- Software Development (Less than 1 year)
- HTML5 (1 year)
- CSS (1 year)
- JavaScript (1 year)
- MySQL (Less than 1 year)
- Java (1 year)
- Web Development
- Git (Less than 1 year)
- Vue.js (Less than 1 year)
- Spring Boot (Less than 1 year)
- REST

## Languages

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- Mandarin - Advanced
- English - Fluent
- French - Beginner

## Awards

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### **Top sales star award of Halma China 2013**

April 2013

Earned this award because of the personal highest sales revenue in Halma China in 2013

### **Special Contribution award of Ocean Optics Asia 2013**

April 2013

Earned this award because of leading sales team to achieve the highest team sales revenue in Ocean Optics Asia In 2013