

heidiliang

merchandising management

contact

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languages

english
cantonese
mandarin chinese

skills

adobe illustrator
microsoft excel
microsoft publisher
microsoft powerpoint
microsoft word

insights

eyewear fashion
virtual reality

experience

Feb'15 - Now

eCommerce Merchandiser

San Francisco Bay Area

Zenni Optical

Develop eCommerce overall product strategies and margin plans using market, consumer and competitive insights, and internal analysis.

- Coordinate with creative, marketing, social, and branding teams in selecting Zenni eyeglasses for promotional campaigns.
- Communicate closely with manufacturing and procurement teams in China about upcoming new arrivals, supply chain management, and sales performance.
- Keep up to date on current eyewear fashion trends to curate better collections for the online catalog.
- Managed the Kids' Portal and the California Collections.
- Conceived and drove Zenni's first heart-shaped frames.

May'14 - Jan'15

Merchandising Intern

Walt Disney World

Disney College Program

Managed Disney merchandise and delivered magical guest service at the Swan & Dolphin Hotels and Hollywood Studios.

- Conversated with and assisted guests as they browsed store merchandise.
- Performed sales checkouts, storefront upkeep, and restocking.

Jun'13 - Sep'13

College Recruiter Intern

China

INTO University Partnerships

Travelled to 13 cities all over China recruiting international Chinese students to study abroad in the United States.

- Worked with the Sales and Marketing Team to plan recruiting strategies.
- Created tailor-made promotional materials for education seminars.

Jan'12 - May'14

Lab Assistant, English Conversant, Proctor

Oregon State University

INTO Learning Center

Assisted international students by providing service and fielding questions at a multi-use facility for those studying English.

- Led and guided English conversation with groups of up to six students.
- Oversaw and proctored official TOEFL examinations.

Jan'12 - May'14

Lead Desk Assistant

Oregon State University

Writing Center

Organized the scheduling appointment system between college students and writing tutors in a fast-paced environment.

- Took phone calls and responded to emails from students needing time-sensitive writing assistance on their essays.
- Trained onboarding workers in handling the scheduling system.

education

2010 - 2014

B.S. in Merchandising Management
Oregon State University (3.51 GPA)

Minor in Business and Entrepreneurship