

Yingyi Fu

Talented Director with excellent marketing, customer service and facility oversight skills coupled with more than 8 years of experience. Highly effective and comfortable working with people at all organizational levels.



Contact

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Skills

Issues resolution	●●●●○
Operations management	●●●●○
Business planning	●●●●○
Business administration	●●●●○
Strategic planning	●●●●○
Staff Management	●●●●○
Budgeting	●●●●○
Strategies and goals	●●●●○



Software

Corel Draw	●●●●○
Microsoft Office	●●●●○



Languages

English	●●●●○
Mandarin	●●●●●
Cantonese	●●●●●



Work History

Jimei Acrylic Signage Co. Ltd, Guangzhou, China (Director)

Jul 2013 - Current

- Overlooked 60 employees' staff, provided services to over 100+ clients across various industries, and managed administrative processes to keep operations running smoothly.
- Increased total revenue by over 100% in 3 years by developing impactful and long-term client partnerships
- Realigned the assembly line by investing in new machinery to boost the existing supply chain pipeline to outreach a broader market.
- Boosted digital presence by redesigning the company's website, setting up Alibaba Seller account, and social media campaigns on TikTok.
- Created annual budget and developed a comprehensive plan to accomplish company objectives while staying within budget.
- Analyzed client's business needs and offered after-sales services while soliciting customer feedback for process improvements.
- Focused teams on developing innovative and cutting-edge approaches with effective resource allocation and strategic planning.
- Decreased the staff turnover rate by 50% by revising the compensation package and offering additional paid time off to retain talent.
- Organized team-building activities to improve staff morale, well-being, and better communication

Zhaoqing Oversea Returnees Association, Zhaoqing, China (Committee Member)

Dec 2018 – Jul 2021

- Organized business events and office visits to promote investment
- Facilitated networking events and job fair for graduate students returning back from overseas to build professional network

Yangcheng Night Newspaper, Guangzhou, China (Journalist Intern)

**Apr 2013 – Jun 2013
(3 months)**

- Disseminated news content through social media for better engagement with audiences and faster reporting.
- Established and maintained relationships with credible sources to collect data to determine facts and opinions and fashioned into cohesive news story.



Education

BNU-HKBU United International College Zhuhai, China

Sept 2009 – Jun 2013

BBA: Human Resources Management