

# BING ZHANG

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GitHub: <https://github.com/imbingz/> | Portfolio: <https://imbingz.github.io/Responsive-Website-Portfolio/portfolio.html>

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## SUMMARY

Ambitious Full Stack Web Developer with balanced expertise in both product development and business strategy. Skilled in developing user-centric applications, process optimization and strategic problem-solving. Versatile team player with proven success in customer service and cross-team collaboration and fast learner bringing curiosity and passion to every project.

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## TECHNICAL SKILLS

**Front End:** ReactJS, HTML5, CSS3, SASS/SCSS, Templating Engines with JavaScript, JavaScript, JQuery, Figma, Various CSS Frameworks such as Bootstrap4, Materialize, Foundation6, Skeleton, Tailwind

**Back End:** Node.js, Express JS, MongoDB, MySQL

**Applications:** Progressive Web Application (PWA), User Authentications, Sessions and JWT

## OTHER SKILLS

Fluent in Chinese (Mandarin) and English • Strategic Planning • Business Development • Contract Negotiation  
Analytics • Go-to-Market Strategy • Client Relationship Management (CRM) • Project & Product Management.

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## PROJECTS

**Fur-Lodge** | GitHub: <https://github.com/imbingz/fur-lodge> | Heroku: <https://glacial-gorge-49813.herokuapp.com/>

**Project Description:** To create an Airbnb-like pet boarding marketplace connecting pet owners with people(hosts) who are willing to take care of the pets for short or long term while their owners are away.

**Core responsibilities in project:**

- Led the team from project goal-setting, defining MVP, tracking issues, task delegation to deploying project to Heroku and final presentation.
- Initialized the project file structure using MVC (Models, Views and Controllers), set up initial Database Models for hosts and bookings, implemented user signup password hashing and login authentication, ensured the connection of server and database, and handled partial API routes, CRUD operations and rendering Template Engine.

**Tools / languages used:**

Node.js, Express JS, Express-Handlebars, Passport-Local-Strategy, BcryptJS, Sequelize, MySQL, JQuery, JavaScript, Foundation CSS Framework, Postman, and Mockaroo

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## PROFESSIONAL EXPERIENCES

**Startup Advisor, Clever App Factory, SLC, NYC**

**Nov 2019 – Mar 2020**

*A SaaS startup that provides smartphone solution for effortless location/logistic management*

- Collaborate with Founder/CEO to bootstrap a product strategy, roadmap and achieve product-market fit

**Founder + Real Estate Advisor, Epic Global Investment LP, SLC, Park City, UT**

**Jan 2012 - Dec 2019**

*A self-starter nominated multiple years in a row for various industry awards thrives in fast-paced, highly competitive business*

- Boosted the productivity and revenues by defining and implementing growth strategy: client acquisition and retention plan and execution, optimization of customer experience, referral and service provider programs development, digital marketing strategy and sales process improvement
- Achieved 90% client retention rate and consistently stayed as a top producer with All-Star Client Satisfaction rating through the client-centric approach and always going the extra mile.
- **Received multiple industry awards:** “International Gold Society”, “Number One Sales Associate in Referral”, “International Diamond Society”, “International President’s Circle”, “Rookie of the Year”

**Associate + Startup Board Member, Whitehall Ventures Inc., Salt Lake City, UT**

**Oct 2008 - Dec 2011**

*An incubator / investor in technology enterprises, providing business advice, resources, and capital*

- Generated a 7600% of realized ROI for the firm from a seed investment recommendation of an Australian Unicorn Canva
- Identified investment opportunities and conducted interviews/due diligence on a \$2MM investment project
- Served as a Board Member for startups Kojjo and Shadowbox

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## EDUCATION

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### **Full-Stack Web Development**

*University of Utah*

*Salt Lake City, UT USA*

### **Product Management**

*Product School*

*San Francisco, CA USA*

### **Master of Arts, Marketing**

*Northumbria University Business School*

*Newcastle-Upon-Tyne, England UK*

### **Bachelor of Arts, Economics & Business**

*University of International Business & Economics (UIBE)*

*Beijing, China*

### **Extra Curriculars:**

- Product Manager Certificate (PMC)
- Master Certified Negotiation Expert designation (MCNE)