

# Albert Zeng

## E-Commerce Specialist

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<https://www.linkedin.com/in/zengal/> • <https://github.com/infrazeng>

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Highly organized E-commerce specialist with a strong background in data analytics, social media marketing, and supply chain management. Successfully managed and marketed my own brand, leveraging expertise in Shopify, Amazon Seller Central, and various social media platforms. Proficient in Adobe Creative Suite and experienced in AI tools for enhanced efficiency. Always excited about the next travel destination or meaningful goal to pursue with a team of dedicated, high-quality individuals.

## TECHNICAL SKILLS

- Computer Languages & Data Manipulation: Python, SQL, R, HTML/CSS, JavaScript
- Software: Adobe Photoshop, Illustrator, CapCut, Apple/iOS, Tableau, Microsoft Office Apps
- Online Platforms: Shopify, Magento, Amazon Seller Central, Etsy, Facebook Ads Manager, Instagram, TikTok
- Foreign Languages: Spanish, Mandarin Chinese

## PROJECTS

**Personal Portfolio Website** | <https://infrazeng.github.io/azngcentral.github.io/>

- Developed an independent, fully-functioning personal portfolio website to showcase all projects and creations.
- Utilized HTML, CSS, and JavaScript to create responsive photo grids and implement fade-in animations.
- Ensured the site was mobile-friendly and optimized for different devices and screen sizes.

**An Analysis of Cannabis Consumption and Opioid Misuse in the United States** | [https://github.com/infrazeng/Group\\_Project](https://github.com/infrazeng/Group_Project)

Developed a fully-functioning interactive website dedicated to data processing and visualization.

- Role: Data Processing and Visualization Specialist
- Examined and processed data using Python.
- Created interactive visual dashboards of processed data with Tableau.

## RELEVANT WORK EXPERIENCE

**E-Commerce & Social Media Manager** | LilyDrip USA | <https://instagram.com/lilydripusa> *April 2023 – Present*

- Orchestrate end-to-end supply chain management processes, ensuring seamless flow from sourcing to delivery, resulting in improved inventory turnover and reduced costs
- Collaborate with suppliers and logistics partners to optimize procurement strategies, negotiate contracts, and enhance overall supply chain efficiency
- Utilize data analytics to forecast demand, streamline inventory management, and minimize stockouts, resulting in increased customer satisfaction and sales

**Behavioral Technician** | ABC Spectrum, Inc. *April 2023 - Present*

- Utilize principles of Applied Behavior Analysis (ABA) to create comprehensive therapy plans for children aged 5-16 diagnosed with autism and other developmental disorders
- Implement 20+ behavior programs, tracking progress through detailed exercise data and adapting to client needs
- Identify obstacles in client progress and utilize repetition and reinforcement techniques to encourage positive behaviors in children

**IT Consultant** | T-Cure Bioscience *Jun 2017 - Jul 2023*

- Implemented a secure system archive for company on Google Workforce, enabling efficient storage and retrieval of critical data and documentation, resulting in a 30% reduction in time spent on manual record-keeping
- Generated detailed analytics reports on web page engagement and demographics, identifying patterns and improving outreach efforts

- Managed user profiles and data for a biotech company utilizing Google Workforce, ensuring seamless collaboration and access to critical information among team members

## EDUCATION

**University of California, Berkeley Extension** *Nov 2022*  
Certificate, Data Visualization and Analytics Boot Camp

**University of California, Santa Barbara** *Jun 2022*  
BA, Environmental Studies

## PROFESSIONAL CERTIFICATES

**Coursera** *Jan 2023*  
Certificate, Google Data Analytics Specialization

**Coursera**  
Certificate, Google Digital Marketing Specialization *Mar 2023*

## INTERESTS

- Traveling
- Physical fitness & self-development
- Online content creation