Kimmy Zheng

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WORK EXPERIENCE

Redefined Living   **January 2024 – January 2025**
E-commerce Developer & Content Specialist   *Remote*

- Developed a responsive Shopify storefront for affordable-luxury window shades and blinds, including custom landing, contact, and multi-category product pages (roller, zebra, honeycomb, blackout, etc.).
- Authored all on-site copy—value propositions, product descriptions, FAQs—and optimized page layouts to guide visitors through the purchase journey.
- Curated and edited banner and product imagery for consistent, upscale brand presentation across desktop and mobile interfaces.
- Configured Shopify settings (collections, navigation menus, contact form) and integrated basic SEO best practices to boost discoverability.

Five Points Learning   **September 2017 – December 2023**
Director of Operations | September 2019 – December 2023   *Brooklyn, NY*

- Led day-to-day operations for a team of 10+ tutors, overseeing scheduling, client communications, and resource procurement across Spring, Summer, and Fall cohorts.
- Designed and maintained complex test-prep class schedules (SHSAT, SAT, ACT, ISEE, SSAT, etc.), ensuring alignment with public/school holidays and real-time calendar updates on the company website.
- Spearheaded a one-time migration of the company website from WordPress to Squarespace by overseeing all content transfer, site redesign, and organization of digital assets.

Assistant Director | September 2017 – September 2019

- Served as primary liaison between parents, prospective clients, and a network of 10+ tutors, handling inquiries and providing timely, accurate information on program offerings.
- Proctored and graded in-house practice exams; recorded student performance data and growth metrics in shared spreadsheets to inform personalized study plans.

Food Bank for NYC   **July 2017 – August 2017**
Data Entry Associate (Temporary, Summer 2017)   *New York, NY*

- Entered up to 275 paper-survey responses daily into a Microsoft Access database with <1% error rate; invited to extend the temporary assignment and received company swag (tote bag and T-shirt) in recognition of outstanding performance.

EDUCATION

Pace University   **May 2015**
Bachelor of Science, Criminal Justice   *New York, NY*

- *summa cum laude*; 3.9/4.0 GPA
- Double Minor: Digital Design and East Asian Studies

SKILLS & INTERESTS

- **Skills:** Microsoft Word, Excel, PowerPoint, Access; Adobe Photoshop, Illustrator; HTML5 & CSS3; Squarespace; Shopify; website content management; basic SEO; copywriting; self-directed learning & problem-solving; collaborative teamwork
- **Interests:** digital art; visual storytelling; coding challenges; puzzle solving (jigsaw, escape-room, digital games)