

To Whom It May Concern:

Keep living, keep learning is what I aim for.

After graduated from school with Business Administration degree, I found my first full time job in Silicon Velly – Sina Com Online/ Weibo Corp. Sina is a powerful media company and Weibo is one of the biggest Chinese social media companies with 600 million individual registered users. Sina and Weibo are listed company, but luckily U.S. branch is a startup scale matric in U.S. office.

As a marketing specialist, my key role is to help clients promote their campaign in most suitable platform with effective methods such as Hypermarketing. Since Sina and Weibo have almost all channels of advertising platform, including website, video and social media. I have fully understanding most kinds of strategies to help clients to pick the right one and manage their campaigns.

After working more than one and a half year in one of the biggest online and social media companies, I learned enormous insight information. For example, how social media company encourage users to interact, how to persuade Key Opinion Leaders to join campaigns and mastering all kinds of social media advertising tools to optimize campaign. Also, I have participated in partnership of clients like Google, Wells Fargo and Apple. Now, I am managing Acura's new advertising campaign on Weibo platform. After mastering one platform, it makes things easier to learn others.

In our office one person has multiple roles including me, which is one of the part I love the most. I am a reporter, interviewed one to one with Silicon Valley congressman Mike Honda, famous Taiwanese film director Hou Hsiao-hsien, principal dancer with the San Francisco Ballet YuanYuan Tan, DanHua Capital cofounder Andrew Gu and many other experts. Talking with industry leaders and learning from their experience enlighten me in every aspect. Also, I do event planning for all kinds of EXPOs, job fairs, social marketing events and affiliate marketing booths. Also, I am part of brand development team to cross market Sina's brand and Weibo projects, for example selling Weibo's API and recruit CEO of enterprises to open Weibo.

If you found the problem, half problem is solved.

Also, I have massive experience in all types of advertising industries, such as education. 30% of our clients are universities and education center, since education is one of the keys to success in China. Chinese pay lots of attention on long term education and kids education.

Words by mouth to mouth,

gather clients' information and

Recently, there's an article called "don't say English is not my native language." To me, it is absolute true.

I never stop learning. I have studied in community college, adults' program, continuing program and online programs, while always wishing a more systematic course exists outside of a bachelor or master program.

Dear Udemy recruiter:

I read your job description online about the (opening). It caught my eye, and I hope you would find out I am an exceptional candidate for this position.

To keep it short, I hope I would convince you with a history of proven result that I have accomplished for Sina Com Online/ Weibo Corp which is one of the biggest Chinese social media companies with 600 million individual registered users.

KPI