

SEBASTIAN CASTRO

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EXPERIENCE

International Marketing and Sales Department Intern

Sunon

July 2023 – September 2023, Hangzhou, CN

- Assisted the International Marketing and Sales team in coordinating product sample shipments and verifying bilingual factory manuals, supporting the launch of Sunon's new manufacturing facility in Mexico.
- Collaborated with cross-functional and international teams across Asia and Latin America, reviewing and localizing documentation to ensure accuracy and consistency for global operations.
- Introduced AI tools like ChatGPT to team members, improving internal efficiency and demonstrating initiative in adopting emerging technologies in a corporate setting.

E-Commerce Assistant

B2E Marketing

November 2021 – September 2023, New Jersey, USA (Remote)

- Optimized and streamlined Excel files used for client reporting, reducing the time required for each report from 1 hour to 20 minutes.
- Created a database containing the email addresses of 10,000 potential customers, using Excel web scraping and natural language processing to extract contact information from existing sites.
- Acquired 10 potential clients in 4 months through cold calling and cold emailing.

Bilingual Sales Representative for Avis and Budget

Teleperformance

June 2021 – November 2021, Chihuahua, MX

- Maintained a monthly customer satisfaction rating of 95 percent or higher.
- Decreased average call time by adapting communication style to each customer, holding an average handle time of 6 minutes.
- Achieved one-call resolution 90 percent of the time, exceeding the center's goal of 85 percent.

Restaurant Manager

Costilla Morena

September 2020 – June 2021, Chihuahua, MX

- Managed a team of 9 people to maintain and produce sales during COVID-19.
- Identified and corrected 3 pricing errors on the menu, increasing both sales and profits.
- Trained and advised 5 waitstaff members on customer service best practices, resulting in increased customer loyalty and enhanced reputation.

Private English Tutor

Hangzhou Wulin One

December 2017 – March 2020, Hangzhou, CN

- Designed lesson materials and activities to improve memory and comprehension of English for one 8 year old student, including flashcards, videos, learning games, music, and art.

EDUCATION

E-Commerce Training Course

Zhejiang Business College • Hangzhou, CN • January, 2025

Bachelor of Business Management in E-commerce

Zhejiang Gongshang University • Hangzhou, CN • June, 2024

Chinese Language Program

Zhejiang University • Hangzhou, CN • June, 2018

SKILLS

English, Spanish, Chinese

HTML, CSS, JavaScript, Responsive Design, Git, Windows, MacOS, Linux, Data Scraping, Python

Word, Excel, Powerpoint, Photoshop, Illustrator, Google Analytics, Cloudflare
