LEI HAO

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EXPERIENCE

SEPTEMBER 2021 – CURRENT

STUDENT, UC BERKELEY

- Full-time Computer Science student.

SEPTEMBER 2019 – JULY 2021

TUTOR, DE ANZA COLLEGE

- Part-time Math and Computer Science Tutor
- Full-time CIS student.

JANUARY 2019 – SEPTEMBER 2019

MARKETING SPECIALIST, HUAWEI DEVICE USA

- Optimize the PPC campaign on Amazon.
- Distribute marketing materials on social media channels.
- Photographer of Huawei's media events and media pre-brief.
- Process management. Huawei has its own system to process marketing budgets.
- Huawei device product management.

JANUARY 2018 – DECEMBER 2018

MARKETING MANAGER, DAILY SHOES

- Optimize the PPC campaign on Amazon.
- Distribute marketing materials on social media channels.
- Create marketing materials using DLSR camera and Photoshop.
- Maintain Amazon listings, correct issues.
- Marketing data analysis.

NOVEMBER 2012 – JANUARY 2017

PROJECT MANAGER, LEADSURF GROUP

- Build connections with Chinese media, establish good working relationships.
- Published PR articles with their help.
- Develop media plan, strategy, and budget.
- Tracking media results. Assemble a comprehensive summary, provide final reports.
- Tracked about 100 concurrent advertising channels and managed their cash flow.
- Created a timeline, make sure all the projects complete on time.

JUNE 2011 –SEPTEMBER 2012

PROJECT MANAGER, CUBEAD TECHNOLOGY CO.LTD

- Contract Management: Manage project effectiveness and customer expectations in line with agreed-upon contracts.
- Progress Management: Tracking all the progress details, make sure the projects can finish on time.
- Customer Management: Follow the contracts, organize cash flow, keep a good relationship with them.
- Accounting: Base on project's profit, give advice to sales team how they sign the contracts. Help them to organize and lookup information during execution. Calculate the profits for sales team, KPI, Bonus, etc.

JANUARY 2008 – MAY 2011

PROJECT EXECUTIVE, BEIJING EMAR ONLINE TECHOLOGY CO., LTD.

- Discuss the issue of advertising with customers and set online media plans and schedules.
- Analyzed and then effectively strategized in regard to business goals, deadlines, schedules, budgets, needed resources, and team member coordination.
- Analyzed data from marketing, and provide professional feedback and advice to customers and sales team.

The customers I served: JD.com, Dell, DANGDANG.com, Amazon, COFCO, JUMEI, LASHOU, MEITUAN, etc.

PROJECT EXPERIENCE

2016/1 - 2016/12 ：Project of Auto Data in Media & Channel

- Create an auto system to work out the daily report, weekly report, monthly report.

- Through the auto data reporting system, tracking data from media to product conversion, accurate calculate KPI, and real-time monitoring conversion rate. Improve the real-time optimization of advertising.
- Created a standard advertising display & delivery manual.
- In-depth learning & understanding of GA, skilled use of Excel for data analysis, reporting.

2011/03 -- 2011/04：Weibo social media marketing

Write the platform concept. Connected the CPC platform with Emar. Now is test and use in the client's AD.

2010/12 -- 2010/12：Product Manual

Write the Product Manual for Emar online PPC platform, for sales team searching, easier to lookup media resources.

EDUCATION

SEPTEMBER 2005 - JUNE 2008

E-COMMERCE, HEILONGJIANG UNIVERSITY OF SCIENCE AND TECHNOLOGY

SKILLS

Python, Java, C++, Assembly Language, Linux.
Project Management, Media Plan, SEM (Baidu, Google AdWords)