

Nicholas Wong

Fort Lee, NJ 07024 | T: (917) 375-8622 | NicholasKNWong@gmail.com

EDUCATION

Rutgers, the State University of New Jersey; Supply Chain Management & Marketing Sciences

New Brunswick, NJ

Honors: Dean's List

May 2019

Relevant Coursework: Supply Chain Finance, Environmental Mgt. & Green Purchasing, Business Policy and Strategy, Procurement & Sourcing, Logistics & Transportation, Operations Management, Management Information Systems, Financial Management, Financial and Managerial Accounting

WORK EXPERIENCE

Ophi's E-Commerce Solutions

Fort Lee, NJ

Owner, Freelance, Business Analyst & Development

May. 2019 – Current

- Chartered project guidelines and timelines for each customer's requests and create optimized solutions for each client.
- Design of multimedia ad work and SEO solutions with monthly performance reports via A/B Testing with Google Ads, Keywords, and Analytics.
- Optimized website load speed times with utilization of HTML5 and CSS via Google Lighthouse (Pagespeed Insights) and GTMetrix.
- Formalized end to end ecommerce, inventory ERP integration, and shipping solutions.

Undisclosed

Moonachie, NJ

Ecommerce Product & Marketing Manager

Jan. 2023 – Current

- Source and brand haircare products to the US market for sale through retail & ecommerce presence.
- Launch and grow Amazon store to approximately \$30k+/month started in February.
- Achieve 3+ ROAs on Amazon Ad campaigns.

Provengo, LLC

North Merrick, NY

Ecommerce Specialist - Product Merchandiser & Marketing Specialist

Jun. 2021 – Oct. 2022

- Utilized GA, surveys, feedback, and A/B testing to reduce bounce rates resulting in increased pageviews, average order value, and decreased bounce rate through UX improvements.
- Performed PDP and SEO Optimizations, Merchandising, and import of new products via EDI partnerships.
- Pinpoint room for improvement and bug fixes through the use of Hotjar, Product Filter & Search, Fullstory, GA.

Papillon Ribbon & Bow, Inc

Clifton, NJ

Ecommerce Freelance Consulting –Ecommerce Specialist

May. 2020 – Current

(Fulltime to Freelance)

- Built and launched ecommerce platform with 2500+ SKUs into Shopify system via Sage ERP.
- Generated over 1000% ROI on Google ads.
- Increased online sales by 47% YOY (2020-2021).

LG Electronics (Pantos Logistics)

Englewood, NJ

Import Specialist

Jan. 2020 - April. 2020

(Layoff)

- Headed over 15+ named import accounts with over 150 containers for delivery each week.
- Coordinated all logistic services from customs, ship, rail, CFS, trucking and delivery.

Infinity Trans Inc.

3rd Party Logistics Operations & Sales Intern

Valley Stream, NJ

May. 2017 - Sep. 2017

- Provided shipping services to customers including but not limited to trucking, rail, air, and sea LTL and FCL shipments globally and domestically.
- Managed all required documentation for import and export shipments including but not limited to BOL, A/N, AWB, HB, and Customs Clearance in compliance with industry standards.

Paris Baguette America

Edison, NJ

Cashier/Barista

Feb. 2015 - Mar 2017

- Accommodated customer needs in all aspects including, but not limited to guiding/up selling, selling, and making of various food and drinks.
- Utilized knowledge of drink combinations to provide customers with beverages; stocking of products and maintaining a sanitary work station.

ConnectOne Bank

Englewood, NJ

BSA/Compliance Analyst/Fraud Security Intern

Jun. 2013 - Sep. 2013

- Utilized programs such as eVision, IBM insight, Prime, and Lexus Nexus to perform ongoing monitoring of highly classified customer data to limit risk of fraud and money laundering.
- Wrote and filed Suspicious Activity Reports (SARs), perform various record retention practices, and comply with Subpoenas and Levies received from court and credited IRS and creditors.
- Partnered with Branch Managers in Community Outreach Programs to attract potential local customers.

ACTIVITIES & LEADERSHIP EXPERIENCE

Fortune 500 Company (Non-Disclosable) - 2019

- Worked with regional fleet manager and historical data to create solutions that projected over \$3M USD (25% in overall cost savings) through cost analysis and optimization.

Business Owner – Dropship – 2019 to Current

- Collaborated with overseas factories and wholesale companies to create branded drop shipping opportunities in beauty, clothing, and technology fields.

LIBOR - Investment Bankers of Rutgers - Bender Trust (\$3M AUM) - 2019

Financial Analyst

- Collaborated with teammates to evaluate Tesla (Nasdaq: TSLA) using fundamental and qualitative analysis to create stock recommendation for senior asset manager at Neuberger Berman.
- Evaluated Tesla's future outlook, revenue growth, cash flows, and market analysis to forecast future revenue and margins based on industry standards and comparison to main competitors; Recommendation: Buy; Outcome: Successful.

OTHER

Skills: MS Excel (Pivot Tables, VLookup), MS PPT, MS Access (SQL), MS Word, Fundamental and Technical Analysis, HTML5, JS (Beginner), CSS, Google Analytics, SEO Optimization, Search Optimization, UI/UX Page development, PPC Marketing, Market Analysis.

Personal/Interests: Tennis, Company Valuations, Stocks, Options, Motorsports