

Nicholas Wong

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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

CEO/Freelance, Business Analyst & Development

May. 2019 – Current

- Chartered project guidelines and timelines for each customer's requests and create optimized solutions for each client.
- Designed 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 Pagespeed Insights and GTMetrix.
- Formalized end to end ecommerce, inventory ERP integration, and shipping solutions.

Papillon Ribbon & Bow, Inc

Clifton, NJ

Ecommerce Marketing Specialist

May. 2020 – Current

(Fulltime to Freelance)

- Built ecommerce platform with over 2500 SKUs into Shopify system via Sage ERP.
- Generated over 1000% ROI on advertisements.

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 logistics services from customs, ship, rail, to CFS, to 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 – Dropshipping – 2019 to Current

- Collaborated with Chinese factories and wholesale companies to create drop shipping opportunities in beauty, clothing, and technology field

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

Financial Analyst

- Collaborated with classmates 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 revenues and margins based on industry standards and comparison to main competitors; Recommendation: Buy

OTHER

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

Languages: English (Native), Mandarin Chinese, Cantonese Chinese

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