

## Yimo Yang

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### **OBJECTIVE POSITION:** Business Operations / Marketing Officer

Recently graduate from of California Lutheran University with experience promoting brands and marketing products to business and consumers. Seeking opportunities to leverage a project management, sales and intergraded marketing. Skill set in business development or account management.

### **SUMMARY OF QUALIFICATIONS:**

- Master degree in Business Administration GPA3.6/4.0
- Self-motivated, organized and independent individual with challenging goals delivering results under pressure
- Knowledge of customer service, International business, social media, cross cultural management and marketing research
- Proficient Microsoft Word, Excel, PowerPoint and IMovie
- Flexible in relocate to new work & living environment according to job request. Fluent in communicate and written English and Mandarin.

### **EDUCATION:**

#### **Master Degree in Business Administration**

California Lutheran University, Thousand Oaks, CA

**May 2014**

#### **Bachelor Degree in Chinese Language and Literature**

Harbin Normal University, Heilongjiang, China

**July 2012**

### **EXPERIENCE:**

#### **Dealmoon.com**

**CA, USA**

**May 2013**

*Biggest shopping advisory site for Chinese-Americans living in the United States.*

Intern, Editor

- Generated the latest deals or promotions for online users of Weibo (Chinese Social Media) that focuses on clothing, shoes, apparel, beauty, jewelry, watch, and handbags.
- Provide shopping advice and interact with the users.
- Exceeded the monthly goal of creating new fans, resulting in 3000 new followers a month.

#### **Kissme.com**

**Beijing, China**

**October 2009**

*Chinese social media promotes newest products information and consumer reviews about cosmetics*

Intern, Demonstrator and Product Promoter/ Editor

- Wrote articles about new promotional cosmetics products between the company and third party vendors, for example, SK-II, Lancôme, Estee Lauder.
- Maintain, evaluate and update company website focusing on promotion, image and customer services.

#### **Thousand Oaks Chinese School**

**Thousand Oaks, USA**

**September 2013**

Volunteer ,Chinese tutor

- Help students to understands Chinese culture, and cultural differences between China and the U.S.
- Plans and prepares lesson, assignments, instructional materials

### **CERTIFICATE**

- Mandarin Proficiency Test certificates: 1rd grade, B level
- 2010 Chinese College English Test- Level 4

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- Chinese teacher qualification certificate