

Ronan (Yi) Zhong

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Education

University of Detroit Mercy	Detroit, USA	Wenzhou University	Wenzhou, China
Major: MBA	Sep. 2011 – June. 2013	Major: Environmental Science	Sep. 2007 – June. 2011
GPA: 3.63/4.00			

Experiences

Jul.2013 – Apr. 2014	Dando Chemicals US LLC	Madison Hts, USA
<ul style="list-style-type: none">• Worked for the start-up as Sales Manager. Responsible for marketing, new business development and admin support;• Project manager of "Dando Premium Ice Melt". Conducted targeting market research, competitor analysis, product positioning, product design & pricing, and involved in distributor & retailer developing, end customer feedback collecting.• Implemented fertilizer products market research in Metro Detroit Area. Researched on product price, size, and material analysis. Made reports of competitor comparison to General Manager, helped on future product developing strategy.• Contributed to website SEO and SEM. Key words & traffic analysis and tracking. (Google Analytics, Webmaster)		
Oct.2012 – Current	AMA Detroit Chapter	Detroit, USA
<ul style="list-style-type: none">• Working as a member volunteer in AMA Detroit Programming Committee. Assisted to organize kinds of member events.• Participated in AMA marketing week competition & Student Marketer of the Year competition as selected student judge.		
Apr.2013 – Dec.2013	World Medical Relief Inc.	Detroit, USA
<ul style="list-style-type: none">• Worked as marketing volunteer of Development/Community affairs. Assist to promote the social benefit programs.• Facilitated to build organization WordPress site, edit newsletters, and manage Facebook page and NEON CRM platform.		
Jul.2010 - Oct. 2010	Chuan Lien Travel Co.	San Francisco, USA
<ul style="list-style-type: none">• Worked as admin assistant. Systematizing thousands of customers' information & arranging tourists' schedules.• Responsible for mutual communication and coordination between Chinese & American travel agencies.		
Jul.2009 - Aug.2009	Industrial and Commercial Bank of China, Shuifu Branch	Shuifu, China
<ul style="list-style-type: none">• Marketing Assistant. Gathering and processing data with Access. Made preparations for the department meetings.• Organized a student credit card promotion event in the Wenzhou university town, gained nearly 100 applications.		

Extracurricular Activities

Apr. 2013 – Jul. 2013	CareerPro USA Start-up Competition	NYC, USA
<ul style="list-style-type: none">• Awarded Top 10 teams for aMAZEing Run Adventure Park Project.• Worked on project plan, PPT, website, video, etc. Team members are from different university in USA & France.		
May.2009 - Aug. 2009	Volunteer Works	Wenzhou, China
<ul style="list-style-type: none">• Captain of the <i>Warm Wenzhou Project</i>. Won government sponsorship ¥14,000, raised ¥10,000 from public.• Cooperated with government and NGOs, organized 20+ public benefit activities and helped 2,000+ people.		
Sep.2007 – Sep.2009	Radio Station & Students Union	Wenzhou University
<ul style="list-style-type: none">• Director of WZU Radio Station. Involved in making radio dramas, funny voice-over videos, got 100,000+ hits.• Director of Entertainment Department. Organized more than 50 shows in the university and communities.		

Honors & Awards

- The “Third prize scholarship” in the academic year 2008/2009 (rank top 15%)
- “The excellent student cadre” based on outstanding works in students union in 2009
- Won the second place in the “Wenzhou City Students Host Contest” Oct.2008
- Awarded “Wenzhou University Outstanding Graduates” in 2011
- Awarded “Good Standing Graduates” at University of Detroit Mercy in 2013

Additional Information

- Language: Chinese (Mandarin) & English
- Computer skills: Office suite (Pro), SPSS, Access, VB, CAD, Cooledit, Audition, Photoshop, VideoStudio etc.

Appreciate your attention, looking forward to hearing from you.