
EDUCATION

Stony Brook University, Stony Brook, NY

December 2013

Master of Business Administration

GPA: 3.67/4.00

Concentration: Information System Management & Innovation

Shanghai Ocean University, Shanghai, China

June 2007

Bachelor of Science in Business

GPA: 3.72/4.00

Major: Accounting & Finance

PROFESSIONAL EXPERIENCE

Envision Consulting Group, Carle Place, NY

December 2013- March 2014

Account Representative

- Increased clients' market shares such as T-Mobile and Staples by conducting over 60 businesses pitches every day
- Represented the Business-to-Business department of T-Mobile to present promotions to local business owners
- Launched a market campaign by analyzing potential customers and built a customized database for 18 areas of Suffolk
- Heavily utilized market strategies to close each case, realizing over 20 cases closed in each week

China Eastern Airlines Finance Company, Shanghai, China

March 2008-March 2010

Financial Analyst

- Assisted the Financial Director by projecting financial budget over 1 million office-expenses for each year
- Evaluated monthly bonus for over 120 employees by managing the payroll system
- Audited daily check-in and check-out accounts, classified and kept over 7,500 invoices in each year
- Created and delivered presentation, providing recommendation on short-term and long-range ROI. Spearheaded due diligence for \$ 2 million joint venture

StockStar Financial Company, Shanghai, China

July 2007-December 2007

Customer Manager

- Developed potential clients by conducting over 5000 cold calls and successfully set up individual meeting over 200 customers
- Lead and managed a sales team, instructed sales personnel in software sales skills, relationship sales, customers maintenance, communications skills, accomplished monthly sales goals of \$20,000 in three months
- Developed 180 account relationships with directly profit over \$ 1.5 million in quarter four in 2007

RELATIVE COURSEWORK

Charmtech Labs LLC, Marketing Development

August 2012-January 2013

Capstone Consulting; MBA 521 Industry Project

- Utilized 4C, 4P, SWOT strategies to analyze the current market competition and identified new markets of dyslexia and language learning markets, increased potential customers from 1 million to 48 million
- Planed and launched the marketing campaign for CES (Consumer Electronics Show) in Vegas in January, 2014 with over \$2 million investment
- Assisted the company to obtain over \$1 million research funding from the National Institute for Disability and Rehabilitation Research

Stony Brook Innovation Boot Camps, New Product Development

January 2012-May 2012

Innovation Project: MBA 589 Coursework

- Won the final prize of \$20,000 for the initial fund by contributing market researches for a startup company-Forever Fuel to help them to improve the new product development process (NPD) and optimized the commercialization progress
- Diversified business segments and identified potential markets for the company aboard, created a feasibility plan, developed a feasible approaches to commercialization
- Applied market strategies and NPD to identify the problems of product development for commercialization a research result

ENTREPRENEURSHIP

2010 Initiate Studio, Ltd., Shanghai, China

July 2005- July 2007

Founder and CFO

- Founded a 2010 Initial studio with four partners aiming at serving the college student market to create over 2000 career and part-time job opportunities, resulting an annual profit of \$ 50,000 each season
- Arranged a bus system with 50 buses to provide transportation for over 73,000 students with a profit \$ 4000 each week
- Launched 2005-2007 Job Fair for over 2,000 candidates and organized 200 volunteers for 2007 Special Olympics Games

SKILLS & INTERESTS

Skills: Proficient in MS Project ♦Smart Sheet ♦Excel Modeling ♦Time Zone ♦ Gantt Chart ♦ Visio

Interests: Surf fishing ♦Snowboarding ♦Movie Critics ♦Tennis ♦Scuba Dive ♦Sky Dive