



BERNICE DONG

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OBJECTIVE

More than 10 years independent overseas study build a mix Asian/Western background. Have solid experience in marketing, administration, customer service and retail field. As new moving to America, I am legally authorized to work and would like to looking for a position that have more challenge.

SUMMARY

- Fluently speak and write in English, Chinese-Mandarin and Chinese-Cantonese.
- 2 years sales experience in retail industry selling luxury goods; good at deal with customer requires and enquiries.
- 2.5 years advertising/marketing, clients service experience in state-owned monopoly airport advertising company as a support role.
- Dynamic communication, interpersonal relation, team collaboration skills and extremely detail oriented.
- Able to fit new surrounding; relate effectively to a wide range of people and establish immediately rapport and trust.
- Highly versatile and able to quickly master new roles and responsibilities.
- Friends, former coworker and boss always describe me as a optimistic, outgoing and easygoing person.

EXPERIENCE

Self-employed, E-Shop of women apparels
Tianjin, CHINA — May 2012- July 2013

Accomplishments

- Design webpage of the E-shop; update merchandises online
- Select and purchase merchandise from wholesaler

EDUCATION

Auckland University of Technology

Auckland, New Zealand — 2009
Bachelor Degree, Major in
Advertising and Marketing

Auckland University of Technology

Auckland, New Zealand — 2006
Diploma in Advertising

Auckland University of Technology

Auckland, New Zealand — 2004
Certificate in Business

SKILLS & INTERESTS

Interests:

- Travel, traveled in Mediterranean and Asia, like Cyprus, Singapore, Japan and Korea.



- Customer service: answer customers' enquiries online; provide honest and confident feedback to customers regarding merchandise style and fit
- Build lasting relationships with customers by contacting them to follow up to purchases, suggest new merchandise and invite them to promotion events
- Experience with accounts payable and receivable, making electronic payments
- Respond to complaints; dealing with exchange and return

***Account Manager Assistant(Internship/Full time),
Beijing International Airport Advertising Co., Ltd***
Tianjin, CHINA — Nov 2008-Jan 2009/Dec 2009-Dec 2011

Accomplishments

- Analyzing marketing research data and assist with set up seasonal advertising promotion strategies.
- Recommending mass media advertising to clients in multiple promotion period to satisfied their diversified needs.
- Participate in teamwork for plan, organise and promote annual media project promotion seminar.
- Take care of advertising and marketing campaigns; identifying and evaluating competitors and potential clients.
- General reception work, like organize meeting agenda, answer phone calls, prepare meeting documents and etc.

Sales/Assistant Manager (Pt/Ft), Slinky Lambskin Co., Ltd

Auckland, New Zealand — June 2006-July 2008

Accomplishments

- Sell goods include: souvenirs, luxury lambskin apparels and shoes, supplements, lanolin and etc.
- Customer service include: post sale service; deal with customers' requires and inquires.
- Review daily reports; review sales results with staff regularly.
- Management duties: key keeper, cash handling, inventory checking, arrange work schedule, general account management.

- Fashion, always be an icon in circle of friends.

Computer skills:

- Microsoft Office suite
- AC Nielsen
- Photoshop

TEAMWORK

Chinese Student Union Member

- Be a volunteer member in Chinese Student Union during last year study of bachelor, response to organize and publicize functions, for example assisted and participated in organize and promote the White Christmas Party in July 2008.

Student Mentor

- Serviced in Business faculty as a student mentor participate in orientations, response to breaking the ice between new students by play games; lead them to familiar with their faculties; introduce the public facilities on campus; assist them to enroll etc.

