



BERNICE DONG

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OBJECTIVE

More than 10 years independent overseas study build a mix Asian Western background. Have experience in advertising, marketing, communication, customer service and sales field. As new moving to America, I am legally authorized to work and would like to looking for a position in any field to get life on track.

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.
- 3 years advertising/marketing, clients service, assistant experience in state-owned monopoly airport advertising company.
- Dynamic communication, interpersonal relation and team collaboration skills.
- 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

*Account Manager Assistant(Internship/Full time),
Beijing International Airport Advertising Co., Ltd*
Tianjin, CHINA — Nov 2008-Jan 2009/May 2010-May 2013

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,



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.
- Prepare season report to marketing manager, communicate between manager and clients to ensure every step of project is on the right track.
- 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; respond and assist customers inquiries and problem resolution.
- Review daily reports; review sales results with staff regularly.
- Management duties: inventory checking, arrange work schedule, general account management.

like Cyprus, Singapore, Japan and Korea.

- 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.

