

Shumei Fang

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140 Upland Terrace, Bala Cynwyd, PA 19004

EDUCATION

May 2014 **MASTER OF SCIENCE IN INTERNATIONAL MARKETING**

Haub School of Business, Saint Joseph's University, Philadelphia, PA

Jun 2011 **BACHELOR OF MANAGEMENT IN MARKETING**

College of Business, Fuzhou University, Fuzhou, China

- **Top 5 out of 94 students in the Marketing**

PROFESSIONAL EXPERIENCE

Nov. 2012- present Owner. "Rickyf" shopping web center. Jing De Zhen, China

- Create content , manage oversea sales , logistics and customer service operations, supervise social media efforts, including official Weibo, Wechat.
- Manage social media markets efforts through Weibo increased fan base from 0 to 5000 in one year and customers by 1000.

Sep. 2012 – May. 2014 Phone Researcher. Telephonic Research Operation. Philadelphia, PA

- Contacted 150 customers per hour to determine business and home status. Collect data for marketing research.

July. 2011 – Jun. 2012 Market manager. Fuwanli Ceramics Company. Jing De Zhen, China

- Connected and collaborated with customers or companies to develop customer relations.
- Promoted and advertised products in newspapers, and managed Social media.

ACADEMIC HONORS AND AWARDS

Jul. 2011 ➤ Excellent Student Award at Fuzhou University for class of 2011

Mar. 2010 ➤ National Encouragement Scholarship (China)

- Awarded "Outstanding Female Student" at Fuzhou University

2009 ➤ First Place in Market Investigation contest at Fuzhou University

EXTRACURRICULAR ACTIVITIES AND HONORS

Sep. 2007 – May. 2010 ➤ Vice President at the Student Union and Head of Literature and Art Section at the Department of Business College, Fuzhou University

Sep.2008– Mar. 2009 ➤ Partnered with China Mobile Communications Corporation (Top 3 company in China) to organize singing competition (between 5 local universities) in Fuzhou City. Marketing efforts received China Mobile Communications Corporation "The Best Organization Award "for this event.

SKILLS

- Computer: Proficient in the use of Microsoft Word, Excel, PowerPoint, Access, Social media (Weibo, Wechat, Facebook, Instagram)
- Language: Chinese and English