

Yimo Yang

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OBJECTIVE POSITION: MERCHANDISE COORDINATOR – (FLUENT MANDARIN)

Recently graduate from of California Lutheran University with experience promoting brands and marketing products to business and consumers. Seeking opportunities to leverage a project management, sales and intergraded marketing. Skill set in business development or account management.

SUMMARY OF QUALIFICATIONS:

- Master degree in Business Administration GPA3.6/4.0
- Self-motivated, organized and independent individual with challenging goals delivering results under pressure
- Knowledge of customer service, International business, social media, cross cultural management and marketing research
- Proficient Microsoft Word, Excel, PowerPoint and IMovie
- Flexible in relocate to new work & living environment according to job request. Fluent in communicate and written English and Mandarin.

EDUCATION:

Master Degree in Business Administration

California Lutheran University, Thousand Oaks, CA

May 2014

Bachelor Degree in Chinese Language and Literature

Harbin Normal University, Heilongjiang, China

July 2012

EXPERIENCE:

Dealmoon.com

CA, USA

May 2013

Biggest shopping advisory site for Chinese-Americans living in the United States.

Intern, Editor

- Generated the latest deals or promotions for online users of Weibo (Chinese Social Media) that focuses on clothing, shoes, apparel, beauty, jewelry, watch, and handbags.
- Provide shopping advice and interact with the users.
- Exceeded the monthly goal of creating new fans, resulting in 3000 new followers a month.

Kissme.com

Beijing, China

October 2009

Chinese social media promotes newest products information and consumer reviews about cosmetics

Intern, Demonstrator and Product Promoter/ Editor

- Wrote articles about new promotional cosmetics products between the company and third party vendors, for example, SK-II, Lancôme, Estee Lauder.
- Maintain, evaluate and update company website focusing on promotion, image and customer services.

Thousand Oaks Chinese School

Thousand Oaks, USA

September 2013

Volunteer, Chinese tutor

- Help students to understands Chinese culture, and cultural differences between China and the U.S.
- Plans and prepares lesson, assignments, instructional materials

CERTIFICATE

- Mandarin Proficiency Test certificates: 1rd grade, B level
- 2010 Chinese College English Test- Level 4
- Chinese teacher qualification certificate