

XIN (CINDY) HUANG

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*PHP Programming • SAAS • EDI • SPSS • OOA & OOD
Prezi • Microsoft Office Suite • Xmind
Contract Negotiation and Mediation • Marketing
Fluent in English, Chinese Mandarin, and Chinese Fuzhou Dialect*

EDUCATION

Master of Business Administration – Pepperdine University Graziadio School of Business & Management
Certificate, Business Administration – University of California, Irvine Extension
Bachelor of Law – Fuzhou University Sunshine College, Fuzhou, China

PROFESSIONAL EXPERIENCE

Yihangxian Information Technology Inc. – Qingdao, China 2012 – Present
Marketing Manager

- Directed quantitative and qualitative research with government database on big data management platforms for logistics industry and customer relations development
- Analyzed customer segmentations, policies, and competitor situations in order to shorten the customs clearance time, increase efficiency 10 times, and condense the value chain
- Leveraged experience in interpreting raw data, identifying insights, and applying findings to a business setting to address business needs of corporate positioning, operation, and product R&D
- Developed a business plan to meet the needs of company development, industry changes, and upcoming financing needs

Meiotic Inc. – Los Angeles, CA 2013
Consultant, Marketing Strategy

- Created strategic marketing and implementation plan for mobile solutions firm's Business-to-Business (B2B) cloud-based, secured document management app
- Leveraged client's strength in life science industry, created specific segments, and narrowed client's target market, resulting in doubling of revenue
- Developed comprehensive business plan through external and competitor analysis, financial analysis, and SWOT/TOWS analysis
- Facilitated strategic partnerships with suppliers, creating advocacy for the app, increasing referrals

HSI (Holt & Sons International) Business Development – Costa Mesa, CA 2011
Intern, Marketing Development Manager

- Extensively involved in e-business channel and strategy research team, and uploaded documents and research on research agenda to ensure efficient customer service, and business expansion
- Collaborated with senior executives to organize CRM system for customer relationship maintenance and development

NetDragon Websoft Inc. – Fuzhou, China 2009 – 2010
Assistant Human Resources Manager

- Performed multiple HR functions including hiring, salary, talent management & training, and performance evaluation for top 10 Chinese online and mobile gaming developer of MMORPGs
- Addressed gaps by utilizing data to identify areas of focus, raising new hire capacity and a higher performing culture
- Maintained compensation benchmarks and monthly performance evaluations of over 3,000 employees to ensure competitive balance
- Spearheaded the building of KPI (Key Performance Indicator) for more than 30 departments

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COMMUNITY INVOLVEMENT

American Chinese Culture Association (ACCA) – Los Angeles, CA

2012 – Present

Chief Project Manager

- Coordinated over 300 professionals and performers for audiences of over 1,800 for annual Chinese-American New Year Festival Gala at San Gabriel Mission Playhouse
- Developed broadcasts for Chinese TV/web audiences with Eagle Dragon Media (EDI Media Inc.)
- Liaison for Chinese Department of Education officials, operated culture exchange meetings and seminars
- Spearheaded informative trade shows to market the organization, securing multiple sponsorships

AWARDS AND HONORS

Chinese Department of Education National Scholarship	2009
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Fuzhou University Second Prize Academic Scholarship	2008
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Fuzhou University Third Prize Academic Scholarship	2006-2007
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First Place, National Youth Vocal Competition in China	1997
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Multi-platinum Recording Artist in Fuzhou Province	1997
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