

JIANI XIA

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QUALIFICATION

Hands-on experience in coordinating events for private and corporate clients.

Adept in marketing research and personal communication.

Well-organized with proven ability to effectively prioritize work, completing multiple, concurrent assignments in a timely and professional manner

Highly motivated and detail-oriented; able to work independently or cooperatively as part of a team to boost products sales, complete, and exceed company goals

PROFESSIONAL EXPERIENCE

Business Expo Center

Anaheim , CA

Event Coordinator

Present

- Streamlined events in an organized format for upper management using excel.
- Clear communication with strong organizational, time management, and creative problem resolution skills.
- Imported events information through scheduling database that greatly increased work efficiency by 30%.
- Timely prepared, maintained and delivered event materials which successfully resulted an increase in customer satisfaction by 35% from the feedback survey.
- Follow up with clients to arrange payments and to evaluate the service provided.

Sports Oh LLC

Santa Ana , CA

Marketing Intern

October 2013 to January 2014

- Played a vital role in the communication with Chinese suppliers regarding the product purchasing, product improvements and customer feedback,
- Maintained marketing library by checking and replenishing inventory on amazon and updated competitor database by inputting data from field sales; compiling, consolidating, and summarizing information.
- Conducted the research on the marketing promotion plans on products for the holidays such as Christmas, black Friday, ect.

ShopDealUs

San Francisco , CA

Social Media Assistant

June 2013 to October 2013

- Worked on the social media channels for ShopDealUS and contributed the growth of the click rate by 25% and followers from 10255 to 31075.
- Updated and maintained ShopDeal's online outreach strategies, including blogs and social media sites.
- Wrote and posted promotional articles and activities on blog/Facebook/twitter, ect.
- Conducted research on current and future trends in fashion, beauty and associated target market.

MUJI Corporation

ShangHai , China

Marketing Assistant

August 2011 to January 2012

- Implemented marketing plans, including product positioning, campaign strategies, and market strategy insights.
- Developed and kept track of a unified storage of presentations, materials on marketing and communications so that internal functional groups could easily access to.
- Responsible for the showroom setting and maintain the awareness of other retailers' visual merchandising concepts.

TECHNICAL SKILLS

Proficient in Microsoft Office (Excel, Word, PowerPoint, Outlook)

Excel skills: V/H-lookup, Pivot table

Language ability: fluent Mandarin, fluent English, fundamental knowledge of Cantonese

EDUCATION

CONCORDIA UNIVERSITY

Irvine, CA

Master of Business Administration; Minor: marketing
Secretary of Global Citizen Club
TELFORT BUSINESS UNIVERSITY
International Business
Scholarship (Fall 2012)

Present

ShangHai, China
Class of 2013