

# Ronan (Yi) Zhong

Royal Oak, Michigan, USA

[RonanZhong@Outlook.Com](mailto:RonanZhong@Outlook.Com) | (248)707-4143



## Education

<b>University of Detroit Mercy</b>	Detroit, USA	<b>Wenzhou University</b>	Wenzhou, China
<b>Major:</b> MBA	Sep. 2011 – June. 2013	<b>Major:</b> Environmental Science	Sep. 2007 – June. 2011
<b>GPA:</b> 3.63/4.00			

## Experiences

<b>Jul.2013 – Current</b>	<b>Dando Chemicals US LLC</b>	<b>Madison Hts, USA</b>
<ul style="list-style-type: none"><li>• Working in the start-up as Sales Manager. Responsible for marketing and new business development;</li><li>• Project management of "Dando Premium Ice Melt". Conducted targeting market research, competitor analysis, product positioning, product design &amp; pricing, distributor &amp; retailer developing, end customer feedback collecting.</li><li>• Implemented Ice melt products market research in Metro Detroit Area. Researches on product price, size, material analysis. Made reports of competitor comparison to General Manager, help on future product development strategy.</li><li>• Contribute to Company website SEO and SEM. Key words &amp; traffic analysis and tracking. (Google Analytics, Webmaster)</li></ul>		
<b>Oct.2012 – Current</b>	<b>AMA Detroit Chapter</b>	<b>Detroit, USA</b>
<ul style="list-style-type: none"><li>• Working as a member in AMA Detroit Programming Committee. Assisted to organize kinds of member events.</li><li>• Participated in AMA marketing week competition &amp; Student Marketer of the Year competition as selected student judge.</li></ul>		
<b>Apr.2013 – Dec.2013</b>	<b>World Medical Relief Inc.</b>	<b>Detroit, USA</b>
<ul style="list-style-type: none"><li>• Worked as marketing volunteer of Development/Community affairs. Assist to promote the social benefit programs.</li><li>• Facilitated to build organization WordPress site, edit newsletters, and manage Facebook page and NEON CRM platform.</li></ul>		
<b>Jul.2010 - Oct. 2010</b>	<b>Chuan Lien Travel Co.</b>	<b>San Francisco, USA</b>
<ul style="list-style-type: none"><li>• Worked as admin assistant. Systematizing hundreds of customers' information &amp; arranging tourists' schedules.</li><li>• Responsible for mutual communication and coordination between Chinese &amp; American travel agencies.</li></ul>		
<b>Jul.2009 - Aug.2009</b>	<b>Industrial and Commercial Bank of China, Shuifu Branch</b>	<b>Shuifu, China</b>
<ul style="list-style-type: none"><li>• Marketing Assistant. Gathering and processing data with Access. Made preparations for the department meetings.</li><li>• Organized a student credit card promotion in the Wenzhou university town, gained nearly 100 applications.</li></ul>		

## Extracurricular Activities

<b>Apr. 2013 – Jul. 2013</b>	<b>CareerPro USA Start-up Competition</b>	<b>NYC, USA</b>
<ul style="list-style-type: none"><li>• Awarded Top 10 teams for aMAZEing Run Adventure Park Project.</li><li>• Worked on project plan, PPT, website, video, etc. Team members are from different university in USA &amp; France.</li></ul>		
<b>May.2009 - Aug. 2009</b>	<b>Volunteer Works</b>	<b>Wenzhou, China</b>
<ul style="list-style-type: none"><li>• Captain of the <i>Warm Wenzhou Project</i>. Won government sponsorship ¥14,000, raised ¥10,000 from public.</li><li>• Cooperated with government and NGOs, organized 20+ public benefit activities and helped 2,000+ people.</li></ul>		
<b>Sep.2007 – Sep.2009</b>	<b>Radio Station &amp; Students Union</b>	<b>Wenzhou University</b>
<ul style="list-style-type: none"><li>• Director of WZU Radio Station. Involved in making radio dramas, funny voice-over videos, got 100,000+ hits.</li><li>• Director of Entertainment Department. Organized more than 50 shows in the university and communities.</li></ul>		

## Honors & Awards

- The "Third prize scholarship" in the academic year 2008/2009 (rank top 15%)
- "The excellent student cadre" based on outstanding works in students union in 2009
- Won the second place in the "Wenzhou City Students Host Contest" Oct.2008
- Awarded "Wenzhou University Outstanding Graduates" in 2011
- Awarded "Good Standing Graduates" at University of Detroit Mercy in 2013

## Additional Information

- Language: Chinese (Mandarin) & English
- Computer skills: Office suite (Pro), SPSS, SAS, VB, CAD, Cooledit, Audition, Photoshop, VideoStudio etc.

*Appreciate your attention, looking forward to hearing from you.*