**Yang Hong**

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Address: 410 Melrose Ct, Iowa City, IA 52246 (319)-512-0503

**Education**

The University of Iowa, Tipple College of Business, Iowa City, IA Anticipated May 2016

B.B.A Marketing and B.B.A Information System

University Dean’s List

**Marketing Work Experience**

**Sales Representative** July 2014-August 2014

Guojin Precious Metal Co., Ltd. Guangzhou, China

* Found and talked to perspective customers through phone, social media, and referral
* Communicated with customers on a daily basis to inform them about the up to date financial data such as ADP National Employment Report, Bureau of Labor Statistics, and Dow Jones Index
* Provided investment strategies to the clients to help them earn more money

**Marketing Developer** October 2013-May 2014

Domestic Violence Intervention Program, Iowa City, IA

* Developed relationships with church groups, women groups and organizations to promote and recruit for volunteer purposes
* Organized and helped get media attention for events such as speech event, Domestic Violence Region Award
* Arranged annual fundraising event and counted and recorded more than 1000 inventories raised for the shelter supply of the following year
* Recruited volunteers on different school fairs such as volunteer fair and health fair

**Product Information Specialist** June 2013-August 2013

Shenzhen Zouxiu Network Technology Co., Ltd. Shenzhen, China

* Communicated with brand suppliers from Italy, America, and Korea to get product information
* Translated and edited more than 3000 pieces of product information and put the data in the company’s own database
* Modified product pictures, wrote brands’ stories, and edited product information webpage for marketing purpose
* Extracted information from different database entities, such as warehouse details, products, suppliers and gave it to other departments to predict the sales
* Utilized EBS, ERP and WCS e-commerce system to upload, download data, and put product information in company’s official website

**Database Work Experience**

**Database Administrator**

University of Iowa Hospitals and Clinics, Iowa City, IA Dec 2014-Present

* Learned data mapping and text translation
* Worked on different software such as PostGIS, ArcGIS, PostgreSQL, and MetaMap

**Volunteer Experience**

**Volunteer, STLF (Student Today Leaders Forever) Pay it Forward Tour** March 2013

* Participated in trip to 6 cities including Michigan City, Toledo, Syracuse, NYC, Erie and Washington D.C
* Visited with the elderly, cancer survivors, and individuals with mental disabilities
* Assisted with river cleanup and tree projects

**Volunteer, Potential Yours Thrift Store Volunteer,** IA January 2013-May 2013

* Stored, classified and priced donated items to keep the store organized
* Arranged and decorated stores to increase sales
* Communicated with customers seeking merchandise and cooperated with store managers

**Skills**

Event planning, public speaking, presentations, business savvy, data analytics, social media management.

Software: MS office, EBS, ERP, WCS, MS SQL developer, Access, Visual Basic, PostgreSQL, PostGIS, ArcGIS, Oracle, Minitab, Visio, ExtendSim, Github. Computing language: XML, HTML, SQL, ASP.NET.