

PROFILE

Motivated **business professional** with experience **working in consulting**. Advanced project management knowledge developed throughout **Certified Associate in Project Management** and experience coordinating project delivery. Adept at developing business plans and providing counselling. Excellent prioritizing, organizational, and communication skills. Proficient in Microsoft Office and Adobe Photoshop with enthusiasm to learn new tools.

EDUCATION

Certified Associate in Project Management (CAPM) December 2017 – May 2018

Project Management Institute

Master's Degree in Global Business September 2015 – June 2017

University of Victoria (Victoria, B.C.), Montpellier Business School (Montpellier, France),

Sungkyunkwan University (Seoul, South Korea)

Master's Degree in Business English September 2012 – June 2015

Tianjin University of Finance and Economics, Tianjin, China

Bachelor's Degree in Accounting September 2007 – June 2011

Military Economic Academy, Wuhan, China

WORK EXPERIENCE

Business Specialist June 2019- Present

Elirons International Consulting Inc., Vancouver B.C., Canada

- Provide business counselling to international clients by reviewing financial statements, identifying investment opportunities, analyzing balance of trade and conducting feasibility study.
- Conduct market research and analysis, assess industry trends, determine key business strategies and initiatives as well as develop business establishment plans to drive business operations.
- Plan and run meetings with assigned clients, communicate to collect requirements, perform initial assessment of problematic situation, define project scopes and manage project processes.
- Identify potential partnership opportunities within various industries and initiate contact with external stakeholders.
- Assist with developing comprehensive financial plans on behalf of clients, including project budget, costing and pricing schemes, as well as breakeven analysis.

Case Manager, Employment Program of B.C. (EPBC) August 2018 – January 2019

Victoria Immigrant and Refugee Centre Society, Victoria B.C., Canada

- Improved public awareness of the EPBC by identifying the target market, conducting email campaign marketing as well as facilitating employment workshops and events.
- Fostered professional relationships with clients by providing a client-centered approach, identifying and responding to clients' diverse individual needs.
- Provided employment counseling, including upgrading clients' job-search skills, identifying individual strengths and barriers, establishing clear employment goals, and creating customized career strategies.

- Collaborated with related stakeholders and utilized Integrated Case Management (ICM) system to draft and manage documents, track case progress as well as monitor case completeness.
- Worked closely with the Financial Manager and the Program Manager to develop funding applications and conduct research on government funding programs.

Market Development Business Officer

September 2016 – April 2017

B.C. Ministry of Agriculture, Victoria B.C., Canada

- Created E-Commerce marketing strategies for B.C. local companies to enter global markets, managed the Expand Your Presence in China Seminar, designed and delivered engaging presentations to stakeholders about Chinese E-Commerce platforms.
- Participated in supporting small to large scale marketing projects by performing intelligence activities, identifying and liaising with stakeholders, monitoring changes, tracking performance and deliverables as well as addressing issues raised by participants.
- Performed research and analysis of emerging markets by identifying the opportunities through a cost-benefit analysis to help guide companies.
- Coordinated the delivery of conferences and seminars, including conducting email campaign to advertise, organizing receivers' information to ensure accuracy and facilitating registration efforts.
- Developed professional relationships with the B.C. Ministry of International Trade, local companies, contractors and international buyers by setting working groups, improved deliverables to ensure high work quality.
- Ensured quality control and accuracy of translations of different versions of the Export-Ready Business Catalogue 2016/2017.

External Marketing Consultant

February 2016 – April 2016

LG Electronics, Seoul, South Korea

- Collaborated to deliver a marketing communications report with high quality graphics and forms, as well as provided recommendations through extensive research and forecasting.
- Provided marketing consulting to launch LG CordZero™ vacuum cleaner in North American market, developed practical strategies to improve brand awareness.
- Evaluated competition by conducting SWOT Analysis to create market development strategies that will enhance competitive advantage to the business.
- Created a B2B marketing plan and developed multi-channel market development strategies to launch LG Styler in Chinese market.

Research Assistant

September 2013 – June 2015

Tianjin University of Finance and Economics, Tianjin, China

- Researched local companies' brand and marketing strategies as a part of SWOT analysis and presented the result to business professionals.
- Coordinated intellectual property related materials and researched the relationship between intellectual property rights and well-known brands in enterprise's development.
- Engaged in data mining through extracting information from literature reviews and utilized PivotTable to analyze data.