

ANDY CHEN

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OBJECTIVE

To obtain an Internet Marketing position where I can utilize my skills in social media, human relations, project management, and quality assurance

EXPERIENCE

Social Media Manager at CouDoc

January 2012- Present

- ▲ Create, manage, promote company profiles and updates for over 20 company social media accounts across Facebook, Twitter, Pinterest
- ▲ Use various social media management software such as SocialBro, SproutSocial, Hootsuite, Marketmesuite, Ow.ly, Bufferapp.
- ▲ Create, build, manage client Facebook pages

Social Media Manager at UM! Brands

December 2011-April 2012

- Create, manage, and promote feeds for Company social media accounts: Facebook, Twitter, Tumblr, Posterous
- Create and maintain relationships with relevant, influential bloggers for product showcases and reviews
- Assist SEO director through relevant back-linking and keyword identification

Jr. Account Manager at S.A. Traut Associates

October 2011-December 2011

Aliso Viejo, CA

- Acquire talent for client through LinkedIn, Twitter
- Research potential candidates with in-depth knowledge of clients criteria

Assistant Manager of Sales and Leasing Department

April 2010-August 2011

Shanghai Kinghill Limited (SuperBrand Mall shopping mall leasing entity)

Shanghai, China

- Organize, collect, and present sales and inventory data with Excel for all 4th floor tenants (39), total average monthly sales are over 1.1MM USD/7.3MM Chinese RMB
- Identify, research, contact and acquire potential tenants. Communicated on mall image, current tenants, tenant responsibilities, and expectations
- Attend key mainland China brand launch events for fashion labels such as Denizen, Ecco, and GAP

Investment Banking Intern

November 2009-April 2010

ProFormance Capital

Santa Ana, CA

- Interview, screen, and manage a team of over 10 interns
 - Aide in organizing and delegating tasks for ProFormance 2010 Investment Showcase with over 24 exhibitors signed up
 - Create and maintain company intranet, calendar, and intern email list-serve
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EDUCATION

University of California, Los Angeles Extension

Social Media Marketing

Fall 2011

University of California, Irvine

BA, International Studies; Minor in Humanities and Law

Spring 2009

East China Normal University

EAP Intensive Language and Culture Program, Shanghai

Summer 2008

ACTIVITIES

A3M Bone Marrow Drive

- Positions held: Chief Student Coordinator (2007-2008), Volunteer Donor Recruiter (2004-2008)
- From 2004-2008, the team I led was the top accumulator of donor registrants among all Southern California universities (170+ donors)

Recipient of the Lt. General Frank Petersen, Jr. Award (2005)

- Presented to an individual, group or organization that has consistently shown commitment in support of the National Marrow Donor Program's mission by working within minority communities to promote awareness of the NMDP
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SKILLS

Language: English (Native), Japanese (Fluent), Mandarin (Conversational) *Social Media:* Facebook, Twitter, LinkedIn, Klout Score:48

Technology: MS Word, Excel, PowerPoint, Google Sites, GIMP.

Other: PADI Level 2 Scuba License