

Zining Chen

Personal info

Phone:
(585) 520-0134

Email:
zxc7206@g.rit.edu

Address:
348 Daives Ave, West Henrietta,
New York 14586

Languages

Chinese



English



Skills

Decision Making

Project Management

Time Management

Online Marketing



Professional Summary

I'm an analytical, results-driven recent graduate eager to utilize skills and knowledge gained through education and experience to assist my company in developing and executing marketing strategies to drive business growth. Exceptional communication skills and strong ability to lead teams through demanding situations. Visionary executive equipped with an entrepreneurial mindset and in-depth knowledge of business operations and development.



Employment history

Owner, Tai Chi Bubble Tea. Rochester, New York

Oct. 2015 – Present

- Plan, administer and control budgets for contracts, equipment and supplies.
- Direct or coordinate the supportive services department of a business, agency, or organization.
- Prepare and review operational reports and schedules to ensure accuracy and efficiency.
- Hire and terminate clerical and administrative personnel.
- Direct or coordinate an organization's financial or budget activities to fund operations, maximize investments, or increase efficiency.
- Confer with board members, organization officials, or staff members to discuss issues, coordinate activities, or resolve problems.

Buiness Administration Assistant, China Telecom. Shenzhen, Guangdong, CHINA

May. 2014 – Aug. 2014

- Inspect layouts and advertising copy and edit scripts, audio and video tapes, and other promotional material for adherence to specifications.
- Gather and organize information to plan advertising campaigns.
- Developed media kits.
- Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.



Education

Rochester Institute of Technology, Rochester, New York

Bachelor of Science, Advertising and public relations, May. 2017



Affiliations

President of Chinese Student and Scholar Association 2015-2016