

Yan Wang

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EXPERIENCE

Freelance Buying Assistant, 6/2011—9/2011

798 Fashion Studio, Beijing, China

- Tracked sales with spreadsheets thereby identifying best-sellers on a daily basis
- Calculated a variety of ratios for markups, markdowns, and gross margins
- Generated ideas and identified factors for monthly sales forecasts based on previous year's sales figures
- Communicated with suppliers with regards to prices, colors, sizes, amounts, and delivery dates
- Helped with the sales floor, guiding customers in their selection of appropriate clothing and accessories for various occasions

Digitization Specialist, 10/2010—Present

Paley Library, Temple University, Philadelphia, PA

- Scanned and edited historical art photos and university yearbooks for the library digital collection
- Created records and cataloged art related information for valuable photos on a daily basis

Account Executive Intern, 5/2010—9/2010

JWT Advertising Company, Beijing, China

- Developed marketing plans for NOKIA's products based on the analysis of sales, margins, and growth, thereby contributed to the positioning, targeting, and competitive analysis of the products
- Worked closely with cross-functional departments to build a \$15 million dollar advertisement campaign
- Analyzed data of customer surveys and suggested improvements that helped guide business development

Planning Analyst Intern, 9/2009—1/2010

Xiamen Media Group, Xiamen, China

- Created Excel spreadsheets with financial specialists to make budget for outdoor shooting expenses
- Negotiated pricing and benefits of five program sponsors that increased income by 15%
- Conducted Advertisement Selling Reports that were reviewed and analyzed at companywide financial meetings

Fashion Column Editor, 9/2008—7/2009

School of Communications, Xiamen University, China

- Coordinated the fashion column for the college e-magazine that distributed to hundreds of students
- Responsible for reviewing up-to-date fashion week catwalk shows, street snaps, and chic product debuts
- Planned and organized a series of fashion events on campus getting thousands of students involved

EDUCATION

Temple University Philadelphia, PA, USA

Master of Science, Communication Management GPA 3.67/4

Expected May 2012

Relevant Courses: Financial Analysis and Strategy, Consumer Behavior, Ethical Business Decision, Leadership

- Dual Bachelor/Master Degree Program: **One of two selected from hundreds of students**
- Honored by the International Student Office as outstanding student with scholarship

Xiamen University Xiamen, China

Bachelor of Science, Marketing Advertising GPA 3.5/4

May 2011

Relevant Courses: Corporate Finance, Capital Structure Business, Marketing, Advertising Research, Persuasion, Advertising Psychology, Media Planning, Creative Thinking

SKILLS

Language: Mandarin Chinese proficiency; Japanese basic comprehension

Software: Excel, SPSS, Publisher, PowerPoint, Word, Outlook, Photoshop, Premiere

Other: Photography