

# Wei Rong Zhang

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## Objective:

Full time employment in Ecommerce coordinator's role in the long term.

## Work Experience:

### **E-Commerce Operator • Zhongshan City RongYi Trading Co., Ltd. Zhong Shan City, China • March 2015 to May 2023**

- Positioning product and building up the value of the E-commercial brand.
- Leverage Amazon's advertising experience and the deep insight into the strength of Amazon's advertising products to create a strong strategic plan for the listing at each stage.
- Through A/B testing to improve the listing performance.
- Operating the Amazon platform to upload the product, including the ASIN's image, bullet points, descriptions and price.
- Designed the A+ Content, Created/edited the video, and updated to the Amazon seller central to drive the high conversion rate.
- Designed the Amazon Brand Official Page, using storytelling skills to increase the credibility for E-commercial brand.
- Scheduling production in collaboration with manufacturers.
- Designed and managed the official brand website using WordPress platform, enhancing customer experience and brand credibility, and adding the brand of the value.
- Oversaw logistics and inventory management, ensuring efficient international shipping and customs clearance from China to the U.S.

## Skills:

- Strong experience to optimize the website content based on the data driven to improve SEO and PPC performance.

- Experienced in using Nielsen VIVIDATA and MerchantWords to analyze target audience behavior, media habits, and personality, create personas, identify emerging market trends, and develop advertising strategic plans.
- Enable Google Analytics data to optimize the SEO performance.
- Enable the data from Instar, RoadMap, and ComScore to make recommendations on specific media placements for clients based on their Media Brief.
- Enable social media management tool Hootsuite to analysis data, manage social media account and post content.
- Proficient in calculating costs and Blocking Chart for Media measurement.
- Proficient in Microsoft Office Suite, including Excel, PowerPoint, and Word.
- Proficient in Adobe Photoshop, InDesign, After Effects, and CorelDRAW for creating official website and marketing visual materials.
- Proficient in using professional video editing tools, including CapCut, After Effect, Premiere Pro, and Final Cut Pro to create the creative content.

### **Interpersonal Skills:**

- Problem solving skills with ability to access with colleague to identify the clear solutions through the meeting and consultations.
- Time management skills with ability to prioritize tasks
- Strong communication skills with the ability to work independently, collaborate within a team.
- Effective negotiation skills with ability to engage with suppliers and ensure terms for pricing, product quality, and on-time delivery.

### **Education:**

- September 2011 – June 2014 • Guangdong Youth Vocational College

Major: Business English

- September 2024 – April 2026 • Sheridan College

Program: Advertising and Marketing communication

### **Language:**

Mandarin, Cantonese, and English