



CONTACT

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EDUCATION

09/2020 - 06/2022

MBA

Portland State University,
Portland, Oregon

08/2014 - 06/2018

BA - Graphic Design

Missouri Western State University,
St Joseph, Missouri

SUMMARY

Worked in the business field for five years with experience in marketing and supply chain management.

Worked as a graphic designer for two years and have expertise in using multiple design and media editing software.

SKILLS

- Excel VBA
- PowerPoint
- Financial Modeling
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro

HANYU LOU

MBA CANDIDATE

EXPERIENCE

● Nov. 2019– Dec. 2021 BuyMe Inc. Portland, OR

SUPPLY CHAIN SPECIALIST & MARKETING SPECIALIST (PART-TIME)

- Spearheaded the QA process for all assigned projects. Ensured that every product sold was non-infringing and established a legal environment.
- Negotiated with suppliers about the costs, payments, contracts, policies, and transportation.
- Assigned the daily workflow of all employees and conducted performance evaluations. Monitored the product packing and shipping and requested the team to reduce the average shipment time by three days.
- Built financial models to anticipate and assess risks and opportunities in advance.
- Used content analysis to build a codebook to find customer purchase patterns and identified value propositions. Created marketing strategies and purchased merchandise based on customer demands.
- Actively communicated and built deep, long-term customer relationships online and locally. Created company Facebook page group and grew members from none to more than 2500 in one year with satisfaction 4.5/5.

● Aug. 2018– May. 2019 Sing Sing Sign, Las Vegas, Nevada

GRAPHIC DESIGNER

- Used Adobe Photoshop, Adobe Illustrator, and Adobe InDesign to develop product mockups and prototype designs. Designed graphics for websites, logos, menus, posters, brochures, and promotions for marketing purposes.
- Worked with clients to gather and define requirements, establish scopes, and manage project milestones: managed design conceptualization and customer feedback.
- Suggested and recommended for clients with techniques, methods, and media best suited to produce desired visual effects.
- Cooperated with the manufacturing plant to determine the raw materials' transportation and develop the best production plan.

● Jan. 2017 – Dec. 2017

Crime Stopper & Dream Waver Graphics, Saint Joseph, Mo

GRAPHIC DESIGNER INTERN & ART PRODUCT ASSISTANT INTERN

- Assisted the team in the process of product conception, production, packaging, and delivery.
- Negotiated with the suppliers about contracts and costs. Discussed the policies, technology, and transportation.
- Checked raw materials' quality and quantity when they arrived at the warehouse.
- Designed organization logo and advertisement posters for marketing purposes.

● Sep. 2010 – May. 2013 Li Xiao Ge Shop, Chengdu, China

SUPPLY CHAIN SPECIALIST & MARKETING SPECIALIST

- Took charge of procurement throughout the shop, including purchasing merchandise from online suppliers and local markets weekly and transporting goods to the shop.
- Surveyed and selected the most reliable and cost-effective shipping methods by analyzing previous shipment data.
- Learned from the marketing data to select the most popular items for sale and categorized customers through nominal surveys and developed marketing strategies based on customer needs.
- Increased the consumer base by 10% to 15% every month through promotions on web platforms and social media.
- Resolved general customer complaints and provided professional customer service.