Qianxin (­­­­Kathleen) Kong, MBA

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Marketing professional experienced in project management, business development, and client relations. Possesses practical knowledge in marketing ROI and KPIs to reinforce long-term strategic plans. Applies quantitative and qualitative marketing planning skills to strengthen brand equity and drive customer acquisition. **Core competencies include**:

  Project Management Professional (PMP) in Training, Marketing Campaigns, Strategic Planning, Social Media

 Client Relations, Event Marketing, Marketing Analytics, Online Advertising, Public-Speaking & Presentation

**PROFESSIONAL EXPERIENCE**

**Stella Capital,** San Francisco, CA02/2016 - Present

*Marketing Communications Manager*

* Manage logistics for participating in China-U.S. investor summits throughout China and the U.S.
* Create and maintain sales opportunities by managing new and existing clients through an in-cloud CRM system.
* Develop all marketing materials such as company booklets, factsheets, and presentation visuals.
* Control company overhead costs by monitoring expenses using data analytics and evaluating future uses.

**Hanhai Investment**, Burlingame, CA 08/2013 – 12/2015

*Senior Business Development Associate*

* Promoted and organized industry events via online and offline channels to build relationships with entrepreneurs, VCs, angel investors, and professional consultants, resulted in 20% increase in revenue and followers on social media.
* Engaged customers and industry partners via social media and email marketing, resulting in a 20% increase in revenue.
* Authored social media content and quarterly campaigns to improve client interaction, bringing 35% new unique visitors each month.
* Developed business plans for 10+ B2C and B2B startups to raise funds from venture capitalists (VC) firms, with over $500,000 secured in pre-A to B Series.

**Zephyr Realty of San Francisco**, San Francisco, CA 04/2012 - 05/2013

*Marketing Associate*

* Expanded footprint to the Chinese market in San Francisco through the use of social media, resulted in 50% increased revenue.
* Utilized traditional and digital marketing to raise donations for Ed Lee’s mayoral campaign, with over $100,000 achieved.
* Supported marketing campaigns to target prospective clients at industry events and social media channels.

**2010 Guangzhou Asian Games Organizing Committee**, Guangzhou, China 03/2010 - 01/2011

*Assistant Deputy Supervisor*

* Managed logistics for Chinese Government State Council members attending the sporting event, including security, seating, staff management, information distribution, and contingency plans.
* Coordinated more than 20 VIP promotional events that required extensive supervision of complex schedules, location selection, and more than 1,000 suppliers, vendors, and staff.
* Created training curriculum for more than 500 assistants to Olympic Council of Asia officials.

**EDUCATION**

**University of San Francisco, Masagung Graduate School of Management**, San Francisco, CA 08/2011 - 05/2013

*Master of Business Administration (MBA), Emphasis in Marketing and Finance*

* Courses included business analytics, marketing strategy, consumer behavior, and brand management.
* Performed marketing strategy analyses of Victoria's Secret, Starbucks, and Johnnie Walker.

**Sun Yat-Sen University, School of Public Affairs**, Guangzhou, China (No.10 ranked University in China) 09/2006 - 06/2010

*Bachelor of Arts (BA), Management Administration*

* Earned academic scholarship with a GPA in the top 10 percent.
* Elected as vice president of student council.
* Studied marketing as an exchange student at Miami University in Oxford, Ohio.

**ADDITIONAL INFORMATION**

* Languages: Bi-lingual in English and Mandarin/Cantonese Chinese.
* Sports: Third best national teenage Chinese female golfer in 2005.
* Skills: Adobe InDesign, Apple Keynote, Google AdWords, Facebook Ads, MailChimp, Microsoft Office, and Wechat Platform.