

GraceXiong

New Business Account Executive

CONTACT

217.979.9670

gracyxiong@gmail.com

EDUCATION

University of Illinois at Urbana Champaign

Bachelor of Science in Advertising

2012 - 2016 Dean's list (Top 20%)

I4I Study Abroad Scholarship Recipient

Google AdWords

Self Study 2015-2017

5 Google AdWords Certification

Advanced Google AdWords (Lynda.com)

Google AdWords essential training

PROFILE

For companies who wants to build the client base and develop a business strategy for long-term sustained growth, I am a Google AdWords Certified Professional who loves to meet new people and present customized online sales and marketing solutions.

SPECIALIZATION

Cold calling

Full lifecycle sales

Google AdWords

Google Analytics

User Experience Design

LANGUAGE

Native Mandarin

Intermediate Korean

Basic Spanish and French

Intermediate HTML 5

Basic JAVA SCRIPT

EXPERIENCE

WEB SPECIALIST

Language Pacifica

Menlo Park, CA

July 2016 - Present

- Developed and managed a new online business strategy aiming to build client base
- Designed and created a search-engine-optimized website with interface to Google Adwords. It gained an average of 700 new visitors though organic search in a month
- Conducted consumer research and improved user experience on PC and mobile devices

SALES REP.

Vector Marketing

Redwood City, CA

July 2016 - Feb 2017

- Boosted sales response rate from 30% to 60% within a week, and achieved 75% ROI
- Led 3-20 sales sessions per week each for 30-40 minutes, including cold calling to new business and in-person and online product demonstration and sales
- Worked closely with the sales team to ensure quality consumer service and to achieve sale goals

FOUNDER

Chewys Digital Design Studio

Palo Alto, CA & Chicago, IL

Nov. 2012 - Present

- Provided online marketing and web design solutions
Clients include CEF at Stanford, Little Park Children Development Center, Illini Film Festival, Snow Meets Coffee (Google Marketing Challenge pre-campaign), and etc.

ACCOUNT MANAGER

UIUC Research Park Incubator

UIUC, IL

May 2015 - July 2016

- Served 5-30 business leaders daily, which includes cold calling
- Created, revised and executed startup business plans

SNAPPLE REP. ART DIRECTOR

NSAC- American Advertising Federation

UIUC, IL

May 2015 - May 2016

- Provided advertising solutions and enhanced brand engagement as one of the top 3% students to present at National Student Advertising Competition selected by my college department

SOCIAL MEDIA MARKETER

UNU. Electronics. Inc

Union City, CA

Jun. 2014 - Aug. 2014

- Formed strong strategic marketing partnerships with consumers and influencers, increasing brand recognition and reputation

* Visit www.chewysdigital.com to see my works!