

# CAIDONG HUANG

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## Professional Summary

Dedicated Honours Bachelor of Arts graduate from Queen's University specializing in Applied Economics. Proven leadership and management capabilities through professional and extracurricular experiences thus far. Highly proficient and clear communicator, highlighted by multilingual fluency in Mandarin, Cantonese & English. Successful at adapting and thriving in a fast paced environment individually and collaboratively. Highly motivated and passionate to further knowledge through innovative and proactive means. Currently seeking to capitalize academic and professional opportunities through admission into reputable graduate program.

## Education

Honours Bachelor of Arts : Applied Economics  
Queen's University - Kingston, Canada

06/2020

Relevant Coursework

- *Differential & Integral Calculus*
- *Financial Accounting*
- *Macroeconomics*
- *Microeconomics*
- *Econometrics*
- *Statistics*

## Certifications

*Excel for Business* || *Macquarie University*

## Professional Experience

Sales Representative

04/2020 to Current

BV Buy Asian Grocery – Kingston, Canada

- Devised and implemented product strategies for filling market gaps and driving consistent sales
- Stayed current on available products, store promotions and customer service policies to better shoppers
- Maintained current knowledge of store promotions and highlighted sales to customers
- Processed POS transactions, including checks, cash and credit purchases or refunds
- Assisted customers with locating and choosing merchandise in any store department

Marketing Associate

06/2019 to 07/2019

The Coca-Cola Company – Guangzhou, China

- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and meetings
- Coordinated with marketing project lead to distribute over a million boxes of product within the market through employing strategic marketing initiatives
- Collaborated with employees within the production team from multiple districts to regulate and monitor production via WeChat & email
- Provided analytical support and monitored data quality by interpreting and summarizing data and trends

Program Coordinator

06/2018 to 08/2018

Jinan University – Guangzhou, China

- Coordinated with University professors to develop specific courses and programs targeted towards foreign exchange students
- Led a team of 20 local volunteers to facilitate and coordinate various events and activities
- Spearheaded implementation of program rules, frameworks and toolkits to facilitate enhanced social and academic growth for students
- Successfully organized 6 ceremonies and more than 10 events for foreign exchange students from concept to final delivery
- Reduced costs and improved operational performance without sacrificing quality by developing and implementing diverse approaches

## Extracurricular Involvement

Queen's University | Q-Success Mentor | 09/2017 - 09/2018

- Provided mentorship to first year students to assist with transition to university life by providing one-on-one support academically, socially and professionally
- Assisted students with developing key skills including time management, effective note taking and study skills
- Established multiple activities designed to cohesively integrate students into the community
- Connected students with a multitude of other campus resources to further academic and personal success

Guangdong University of Foreign Studies Volunteer Club | President | 06/2015 - 06/2016

- Managed and led a team of students and teachers to establish various charitable events throughout the year
- Actively engaged with community leaders to scope out charitable organizations; leveraging strong communication skills
- Led a group of 50 volunteers to establish the Terry Fox Run within Guangzhou China, demonstrating outstanding leadership and organizational capabilities

## Skills

- Fluency in Mandarin, Cantonese & English
- Experience with Digital Marketing & Marketing to Diverse Audiences
- Excellent Communication & Presentation Capabilities
- Technical Proficiency in MS Office Suite & Stata
- Proven Leadership & Management Skills
- Strong Time-Management & Organizational Skills