



POST MBA WORK EXPERIENCE

AKIN DEVELOPMENT**Shanghai, China****2017 – Present** *Product, Operations, and Marketing Manager*

Reporting directly to the founder and CEO, my role is centered around product management, product development, and platform operations. My focus is to brainstorm and conceptualize new product design with the founder, localize our applications beyond simple translations, drive growth, and increase KPIs for our mobile products in our western expansion regions and audiences (North America and Europe). I've been very successful – launching many new applications to date, advancing my proficiencies in Chinese, and gaining insightful market experience working with Chinese developers and team members.

Launched Mobile Applications (Over 6,000,000 Downloads)

- ❖ Hai Ci Ci Dian (海词词典) – Chinese to English Dictionary and English Learning Content
- ❖ Quarry – Blockchain Social Media and Cryptocurrency Content
- ❖ 30 Day Workout & Fit O' Clock – Home Fitness, Diet Programs, Social Exercise Competitions
- ❖ Tasty Recipes – Instructional How To's for Home Cooking & Dining with Community Engagement
- ❖ The Token Game – Showcasing & Incentivization of HTML5 Mini Games
- ❖ re-Readers – Curated Books & Audiobooks from the Public Domain
- ❖ Crack Baseball – Community based MLB Match-up Prediction Game and Contests

Key Duties

- Create and manage new mobile applications, and lead an operations and marketing team of 3.
- Develop partnerships, lead business development, and manage relationships with creators.
- Execute and conceptualize innovative digital marketing plans for overseas targeted demographics on Facebook, YouTube, Google, Telegram, and TikTok with high ROI.
- Design localized product UI/UX wireframes based on user data-driven analysis.
- Research new product business strategy and gather market insights.
- Content creation and social media management on Facebook, Twitter, and WordPress blogs.
- Implement cloud-based business solutions, updates, app store optimization, app analytics, and maintain a high customer service level (increasing retention rates up to 40%).

2018 – 2019 *Product and Operations Director for Quarry App – Blockchain & Cryptocurrency News and Tools*

Using blockchain technology as the centerpiece for discussion, we launched a mobile application that incentivizes social engagement and interaction through game theory and labor-based economics. Quarriors are incentivized to up-vote, follow, comment, and compete with each other for the opportunity to win in-app cryptocurrency. Website & Blog: www.tokenblockfriends.com

Key Duties

- Created the full product road map, voice of the app, and in-app experience.
- Maintained relationships and partnerships with other blockchain companies.
- Researched and filtered credible sources of blockchain news.
- Identified new business opportunities from up-and-coming blockchain innovations.
- Automated the moderation of user-generated content utilizing image detection AI SaaS.

ADREALM FOUNDATION**Shanghai, China****2018 – 2019** *Senior Marketing & Operations Consultant (6 Month Contract)*

Adrealm is decentralized blockchain adtech for all with aspirations of cutting out the middle men between content creators and ad-revenue. I was brought on through my work with Quarry to be a consultant for the marketing strategy & operations management of Adrealm's incentive-based viral marketing campaigns (cryptocurrency airdrops). I personally interviewed, hired, and mentored the full-time marketing team while maintaining Adrealm's digital marketing efforts and strategy.

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ENGINEERING WORK EXPERIENCE

BROCK SOLUTIONS**Los Angeles, CA****2015 - 2016 *Systems Controls Engineer / Transportation and Logistics Division***

Specializing in the design, build and implementation of real-time solutions for broad based industrial, manufacturing, and transportation / logistics organizations, my role at Brock Solutions was to design and roll-out baggage handling control systems utilizing Allen Bradley / Siemens PLC programming software and hardware. Notable work includes LAX (Los Angeles' International Airport) and TBIT (the Tom Bradley International Terminal) BHS (Baggage Handling Systems).

- Coded ladder logic solutions for airport BHS using Allen Bradley & Siemens PLCs.
- Provided technical support for pre-existing control systems as well as newly installed infrastructure.
- Liaised between customer and project business units for support and project scope.

TIPPER TIE, INC.**Apex, NC****2011 - 2015 *R&D Controls Engineer / Department of Product Development***

Tipper Tie is a leading Original Equipment Manufacturer (OEM) and supplier of packing / processing & clipping machines. With a long history in the meat and poultry industries, we were also active in dairy, confectionery, food ingredients and pet food.

- Designed Allen Bradley PLC control systems with PILZ safety components utilizing RSLogix 5k. We provided custom built and custom programmed solutions for packaging / processing machines for foods, explosives (emulsions), and other sensitive materials.
- Tutored R&D team members and international sites in weekly EPLAN lessons.
- Coded control logic for new OEM projects and assisted in the ongoing improvement of existing machinery.
- Provided global onsite technical support (Switzerland, Germany, and China).

ENGINE SYSTEMS, INC.**Rocky Mt., NC****2008 - 2011 *Dedication Engineer / Nuclear Safety Related***

Performed operations and functional systems testing for commercial-grade, nuclear safety related components. The main purpose being quality control that ensured the equivalence of items to those originally manufactured under a 10-CFR Part 50, Appendix B program, and thus qualified for use on an emergency diesel generator set designed for use in nuclear power stations.

EDUCATION

FUDAN-MIT SLOAN SCHOOL OF BUSINESS MANAGEMENT**Shanghai, China****2016 - 2018 *Master of Business Administration***

Focus in International Business Development & Strategy.

NORTH CAROLINA STATE UNIVERSITY**Raleigh, NC****2003 - 2008 *Bachelor of Science, Engineering: Mechatronics***

Focus in Mechanical, Electrical, & Computer Science Engineering.

SKILLS AND ADDITIONAL INFORMATION

Technical Skills: Agile / Lean Software Development (Mobile iOS and Android), Adobe Xd, Axure, Azure, Google Cloud, Google Drive, JIRA, Trello, AdWords, AdMob, SEO, and ASO.

Computer Skills: Competent in Java, Python, HTML, and JavaScript. Also proficient with Microsoft flagship software (such as Microsoft Word, Power Point, Excel, Visio, etc.)

Business Travel and Languages: Switzerland; Germany; Mainland China. Native English; HSK 4 Mandarin.

Technical references available upon request