

# [Luna] Min Cheng

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## OBJECTIVE

To advance my career with an organization that will utilize my marketing, digital marketing, advertising & sales skills to benefit mutual growth and success.

## WORK EXPERIENCE

**WebiMax**, Mount Laurel, NJ

July 2014 – Present

### Inbound Marketing Specialist

- Responsible for providing clients high quality backlinks and content on the web through successfully proven inbound marketing tactics.
- Engaging on blog sites and social platforms to increase brand awareness and diversify the client's link profile ultimately leading to increased traffic and conversions.

**Lusonar**, Cherry Hill, NJ

May 2014 – Present

### Founder

Lusonar is an e-commerce-driven apparel company that sells women and men's clothing.

**Rochester Clinical Research**, Rochester, NY

June 2013 – June 2014

### Digital Marketing Specialist / Marketing and Business Development Coordinator

- Utilize social media to increase awareness and recognition of the company in order to attract potential volunteers and sponsors; Optimize company's website and social medias included but not limited to Facebook, Twitter, Pinterest and YouTube
- Responsible for the creation and delivery of marketing material. Responsible for the online advertising, including Facebook ads, Google ads, banner ads, and other online ad opportunities
- Evaluate results from all campaigns; help the team draw conclusions about what approaches deliver the best results. Conduct Market research and competitive intelligence and generate marketing reports
- Seek for business development opportunities and help with business development projects

Highlights: **Increased site traffic by 120%**

**Increased social media following/likes by 76%**

**Center for Residence Life in RIT**, Rochester, NY

Sep 2011 – Dec 2013

### Resident Advisor

- Responsible for developing a comprehensive residential experience for on-campus students;

**Department of Modern Languages & Culture, RIT**, Rochester, NY

Nov 2011 – Dec 2013

### Chinese Tutor

- Assist students with their needs individually or in small groups • Help students understand their instructors' instructions, comments, and priorities • Help students develop their abilities through questioning, applying, and practicing concepts and techniques

**CURE Childhood Cancer**, Rochester, NY

March 2013 - May 2013

### Internet Marketer

- Brand building: web & collateral design, development and implementation
- Strategically identify the most efficient, relevant and on-point advertising initiatives financially feasible for the small start-up company
- Work as a social media promoter to increase its awareness on Facebook and Twitter

Highlights: **Increased website traffic by 60%**

**SmartMunk Inc.**, Rochester, NY

March 2013 - May 2013

### Social Media Marketer

- Work with a team to write a detailed Internet marketing plan and social media marketing campaigns to launch its business in the U.S
- Specialize its Twitter account, designed layout, and gave a detailed Twitter promotion plan

**Okay Houseware CO., Ltd**, Zhejiang, China

Jun 2012 - Sep 2012

**Marketing Coordinator**

- Responsible for creating, delivering, editing, and optimizing marketing materials
- Worked with Alibaba.com marketing and managed/enhanced the content on Alibaba.com
- Conducted the marketing research of International marketing and prepared marketing reports by collecting, analyzing, and summarizing sales data
- Worked in conjunction with team members to brainstorm, produce, and execute marketing campaigns

**Sulianbao Cookware CO., Ltd**, Shanghai, China

Jun 2011 - Sep 2011

**Sales and Marketing Assistant**

- Worked 37 hours a week to maintain direct contact with prospects by cold calling and driving marketing efforts with the objective of increasing client awareness of available products and future products
- Identified and qualified leads, contact, and opportunities of the business; provided support to the team in the area of relationship management, through effective communication

**Highlights:** Reached call volume between 30-40 calls per day

**Wuyi Snowcookware Company**, Zhejiang, China

Jun 2010 - Sep 2010

**Marketing Assistant**

- Developed pricing strategies, balancing firm objectives and customer satisfaction
- Identified, developed and evaluated marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors

**EDUCATION**

**Rochester Institute of Technology — Saunders College of Business** 2009 - 2013

Bachelor of Science in Business Administration and Management

**MAJOR:** New Media Marketing | **GPA:** 3.1 | **Languages:** Fluent English, Fluent Chinese

**KEY STRENGTHS**

**Communication Skills | Team Leadership | Marketing Research | Analytical/ Problem Solving Skills | Quick Learner | Client Relations | Creativity**

**TECHNICAL SKILLS**

- |                    |                     |                    |
|--------------------|---------------------|--------------------|
| • Google Analytics | • Adobe Photoshop   | • HTML             |
| • Google AdWords   | • Adobe Illustrator | • Microsoft Office |
| • CMS: WordPress   | • Adobe InDesign    | • Salesforce.com   |

**MARKETING SKILLS**

**Search Engine Optimization (SEO) | Search Engine Marketing (SEM) | Keyword Analysis | Social Media Marketing | Site Analytics | Brand Promotion | Email Marketing | Mobile Marketing | Remarketing | Media buying | Customer Relations | Event Planning**

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**Portfolio:** Provided upon request

**Reference:** Provided upon request