

# Hello

## I'm Frank Chen

FENGHUANG STREET  
SHENZHEN, GUANGDONG 518000  
+1 (619) 728-5215  
znwindy@gmail.com

## Skills

- Project Management
- Sales Channels Management & Supply Chain Management
- Market Analysis & Market Planning & Digital Marketing
- B2B Sales Management & B2C Sales Management
- Python (Intermediate)

## Project

MAY 2020 - PRESENT

### **Shenzhen Jashen Technology Co., Ltd, Shenzhen** - *Negotiating and Launching JASHEN's Wet & Dry vacuum to Walmart.LLC*

- Order negotiation: Hold regular meetings with the Walmart team, including a series of negotiations on product positioning, product selection, project cycle, and price;
- Order Fulfillment: Including a series of factory inspection, pre-production tests (PPT), production tests (PT), production (Factory) + inspection (Bureau Veritas) + transportation (Maersk) coordination scheduling;
- Product launch and marketing: Including maintenance and management of Walmart's internal SKU system, planning and budgeting for digital marketing of new products, and cycle management;
- Project maintenance: Managed and maintained a good relationship and communication with Walmart to drive re-orders, which included regular data reports, online meetings, and local office visits in the United States.

## Experience

JAN 2022 - PRESENT

### **Shenzhen Jashen Technology Co., Ltd, Shenzhen** - *Head of America & Southeast Asia Sales*

- Responsible for all sales and management of JASHEN Technology in the following areas:
- United States, Canada, Korea, Southeast Asia, and South America.
- Drive and enable JASHEN's Wet & Dry product F12 into Walmart's supply chain and successfully fulfill orders, plan and manage the launching and Marketing of the product.
- Manage JASHEN's B2C team on the following platforms: Amazon, Walmart, Newegg, Home Depot, Wayfair, Overstock, and Cdiscount, related to the following aspects: product

planning, marketing planning, sales planning, inventory and supply chain management, and budget management.

- Manage JASHEN's channel distributors in the United States and Southeast Asia, involving inventory and supply chain management, pricing control, and partnership maintenance.
- Explore and set up distributors and partners through EDM/Linked-in/online meetings/Exhibitions.

MAR 2019 - DEC 2021

**Shenzhen Jashen Technology Co., Ltd, Shenzhen** - *Marketing Manager*

- Responsible for planning and organizing the exhibition project of the Shenzhen Gift Fair in 2021
- Responsible for planning and hosting the 2022 IHA Exhibition in Chicago, the US
- Responsible for planning the scheduling, creativity, and execution of all JASHEN's social media and influencer cooperation
- Responsible for the planning, management, and execution of the JASHEN new generation Visual Identification System project
- Responsible for all visual design management and marketing management of JASHEN's new-generation vacuum cleaner product project, new-generation wet & dry vacuum product project, new-generation laser sweeping robot project, and new-generation hairdryer project.

NOV 2017 - FEB 2019

**Akulaku. Inc, Shenzhen** - *Data Modeling Engineer*

- Responsible for the analysis, modeling, and development of user trajectory data.
- Predicting and extracting effective user behavior characteristics from the data, and combining Internet financial models to improve product risk control.

MAY 2017 - OCT 2017

**Shise Information Technology Co., Ltd, Shenzhen** - *Data Algorithm Engineer*

- Responsible for the design, construction, and iterative maintenance of recommended system services. Including offline computing based on the spark, online computing based on python backend, and construction and operation and maintenance of high-concurrency REST API; Developing services such as facial scoring and object detection based on deep learning to serve the recommendation and user portrait system; Analyzing and mining user retention and behavior characteristics, use models to predict user retention and loss, and provide a basis for product decision-making.

## Education

SEP 2015 - JULY 2018

**Shenzhen University, Shenzhen** - *Master of Engineering (M.Eng.)*

Signal and Information Processing; Big Data; Recommendation System

SEP 2010 - JULY 2014

**Xidian University, Xi'an** - *Bachelor of Engineering*

Communication Engineering

## **Awards**

DEC 2017

**Outstanding Graduate Student of Shenzhen University** - 3%

SEP 2017 - JULY 2018

**First Class Scholarship for Graduate Student of Shenzhen University** - 10%

SEP 2016 - JULY 2017

**First Class Scholarship for Graduate Student of Shenzhen University** - 10%

SEP 2015 - JULY 2016

**First Class Scholarship for Graduate Student of Shenzhen University** - 10%