

Jason Wun

Tsuen Wan, N.T. Hong Kong · (852) 5320-9662 · jasonwun@gmail.com

Education

Alfred University: College of Business

Bachelor's degree in Marketing

May 2011

GPA:3.44/4.00

Relevant Coursework: Marketing Practicum, Market research, International Marketing, Promotion Strategy, Pricing Strategy, Marketing Principles and Management, Consumer Behavior and Principles of Marketing.

American International School, Hong Kong

September 2004 - June 2007

Graduation with a final Grade 12 unweighted GPA of 3.26; AP Scores: Art (4/5), World History (3/5).

Work Experience

Lil' Alf Café

July 2009 - April 2011

Head Cook & Griller

Alfred, NY

-Ensured satisfaction among customers, assisted in food inventory and control, helped with meal preparation and serving, performed simple and intermediate food preparation tasks, cleaned food preparation equipment including work areas such as tables and counters, ensured that the floor and counters were clean, uncluttered and safe.

Alfred University College of Business

August 2010 - December 2010

Teacher's Assistant

Alfred, NY

-Worked as a teacher's assistant in the College of Business of Alfred University for Dr. Robana Abderrahman (Professor of Finance).

-Developed and implemented new teaching documents for the course to aid an entire class full of students.

Consejo Regulador de la Denominación de Origen Jumilla

May 2010

Translator

Wan Chai, Hong Kong

-Worked for the Control board of the Designation of Origin Jumilla as the main Chinese (Cantonese and Mandarin) to Spanish and English translator at the International VINEXPO (Asia Pacific) in the Hong Kong Convention and Exhibition Centre.

-Translated for more than 6 different vine manufacturers and/or providers. Also helped ensure that the vine tasting equipment was clean for wine tasters.

NY Connects

Spring 2010

Marketing Consultant

Alfred, NY

-Served as a leader on a marketing team to design, strategize and implement an integrated marketing campaign used to better relate NY Connects to its target market.

-Conducted qualitative and quantitative market research using a variety of surveys, interview techniques, and company/consumer observation to fully understand the objective and potential to re-brand and revitalize the not-for-profit company.

-Created and participated in a selected presentation of a team of five, tasked to communicate the team's marketing strategy to the client and related government officials of the State of New York.

K&J Pacific Limited

June 2009

Marketing Consultant

Tsuen Wan, Hong Kong

-Conducted market research to fully understand and determine the company's target market.

-Provided advice and feedback about the company's performance and future plans.

-Developed and proposed a new Integrated Marketing Communications strategy for the company.

Honors, Awards and Leadership

Dean's List.

Vice-President of the Confucius Institute at Alfred University.

Member of the Mu Kappa Tau (International Marketing Honor Society).

Member of the Beta Alpha Psi (Finance Honor Society).

Member of the Delta Mu Delta (International Business Honor Society).

Member of the Phi Sigma Iota (International Foreign Language Honor Society).

Member of the construction crew at Florida's Habitat for Humanity, 2011.

Head lighting technician for Alfred University's annual A2A (Alfred 2 Asia) show for two consecutive years.

Photo editor and layout consultant for Alfred University's official newspaper the "Fiat Lux" for three consecutive semesters.

Skills and Interests

Languages

Native in Spanish, English and spoken Cantonese Chinese; intermediate French and basic spoken Chinese Mandarin.

Technical Skills

Expertise with the Microsoft Office Suite (Word, Excel and PowerPoint), iWork Suite (Pages, Numbers and Keynote), Adobe Creative Suite 5 (Photoshop, Illustrator, InDesign and After Effects), Final Cut, iMovie, Content Publishing services/software (Wordpress and Blogger), SPSS, HTML and CSS. Extremely competent in computer graphics design, photo editing, administration and troubleshooting.

Interests

Graphic design, technology, languages, social media, cooking, music, lacrosse, video editing and production.

Study abroad experiences

Hong Kong, Venezuela and the United States.