

# ZEHUI CHEN

## PRODUCT MANAGEMENT | MBA

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### SUMMARY

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MBA student expected in May 2025, with certifications in Product Management and experience in product management, marketing analysis, and customer service.

Eager to apply my skills and knowledge in a Product Manager role to drive product success and build a better commerce environment.

### EDUCATION

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#### Master of Business Administration (MBA)

Expected 2025

Boise State University

- GPA 3.91/4.00

#### Bachelor of Chinese Language and Literature

2017 - 2021

Guangdong University of Foreign Studies

### PROFESSIONAL EXPERIENCE

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#### Individual Content Creator, Xiaohongshu (Red Book App)

Sep 2024 - Present

Xiaohongshu is Top 1 Chinese Social Media Platform

- Create engaging long word-based content on Xiaohongshu (Red Book) focused on female growth, achieving an engagement rate of up to 13.3%
- Manage audience engagement and performance tracking

#### Product Marketing & Management Intern, Global Bound LLC

05/2024 - 08/2024

- Conducted market research, competitor analysis, and SWOT analysis to identify company's position in the industry and determine what to improve to outstand
- Designed client feedback survey and performed user research to determine how to further develop the services to satisfy customers' needs better
- Created product development roadmap and strategic marketing action plans for the next three quarters to optimize resource allocation and drive growth

#### Product Owner, Shoe Cave

09/2019 - 04/2021

- Co-operated the business and selected products to meet clients' needs
- Grew the WeChat online community from less than 50 members to 500+ members
- Sustained a customer retention rate of approximately 80%
- Scaled the business net worth from \$4,300 to \$70,000

### SKILLS

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Scrum Project Management

Product Performance Analytics

Canva

User Research

WordPress Website Design

Kanban

### ADDITIONAL INFORMATION

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- Work Permit:** EAD expected by December 2024, marriage green card pending; CPT & OPT available; no sponsorship needed
- Languages:** English, Mandarin, Cantonese
- Certifications:** Pendo x Mind the Product Product Analytics Certification, Pendo Product Management Basics Certification, Pendo Product-led Certification, Google Analytics for Beginners, Hootsuite Social Media Marketing Certificate
- Awards:** A Better Life Scholarship (2023 & 2024), GEM Scholarship (2023 & 2024)