

Ace Lo

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The Education Section

University of Wisconsin – Madison | Madison, WI

August 2023

Bachelor of Science: Consumer Behavior & Marketplace Studies

GPA: 3.79/4.00

- Certificates: Entrepreneurship, Chinese Professional Communications
- Language Skills: English (Native), Chinese (Intermediate), Hmong (Conversational)

National Taiwan University (NTU) | Taipei, Taiwan

August 2022 – December 2022

Study Abroad Program: Department of Business Administration

GPA: 3.91/4.00

Experience Section

Ecommerce Marketplace Specialist (Temp) | Kohl's Corporation | Remote

January 2024 – December 2024

- Audited more than **40,000** SKUs from 3rd party vendors in Mirakl ecommerce hub to optimize product listing and facilitate item acceptance with Shopify and API aggregators, while managing email communications and strategic relationships with **100+** vendors in Salesforce to streamline the onboarding process.
- Generated **\$225K** in revenues YTD, including **\$55K** in Q3 sales for new vendors, boosting high-inventory sellers' ranking in categories like Men's Accessories through trend analysis and vendor troubleshooting.
- Contribute to the **60%** increase in monthly revenues in the Furniture Chair category from February to April.
- Launch **300** new SKUs in March for a high-inventory seller to boost their top-seller ranking from in their Adult Accessories category on the marketplace while observing product trends and vendor issues.
- Participated in weekly cross-functional meetings with the Direct-To-Consumer team to prioritize merchandise, request support tickets in the back office, and enhance operational efficiency with the merchant team.

Digital Marketing & Design Intern | Zó Project Enterprise | Hanoi, Vietnam

June 2023 – July 2023

- Sourced more than **15** attendees for a design exhibition and produced **2** paper designs for the initial product line.
- Led the Sales & Marketing team by directing a promotional documentary campaign and creating an information brochure for a design exhibition with Canva and PowerDirector video editing software within **4** weeks.
- Filmed a documentary film from start to end while producing elements of a compelling script.
- Collaborated with Vietnamese artisans and vendors to generate a product design proposal through immersive workshops traditional Vietnamese papermaking and batik fabric design to advance product development efforts.
- Visited an upcycling garment factory and ethnic minority apparel stores to draw inspirations for paper designs.

Branding Strategy & Business Analytics Extern | Paragon One & Beats by Dr. Dre | Remote March 2022 – May 2022

- Collaborated with the consumer insights team at Beats by Dre and externs on real organization challenges.
- Conducted Gen Z market research and competitive analysis on their product models with industry reports.
- Produced Google Surveys as primary research methodology and data analysis on consumer sentiments around the lifestyle brand and how Gen Z audiences perceived the advertising campaign and brand.
- Recruited more than **20** participants and developed Google Surveys as primary research methodology to analyze Gen Z perception on various product model advertising campaigns and the lifestyle brand in Microsoft Excel.
- Crafted an effective business presentation with storytelling techniques and received feedback from peers.

Social Media Marketing Intern | Clocky LLC | Remote

July 2021 – September 2021

- Completed ad hoc assignments to boost the e-commerce brand's presence on TikTok, Pinterest, and Instagram through Asana project management software with the marketing team.
- Researched marketing strategies and potential influencers for each social media platform.
- Developed social feed schedules and curated social media content with the aid of Google Spreadsheets, Later scheduling tool, and social media analytics.

Store Associate | Underground Printing Madison | Madison, WI

July 2021 – September 2021

- Provided front counter customer service and aided in selling custom printed apparel while communicating with customers about the identity of the Sconnie brand that identifies anything related to Wisconsin.

- Assisted sales manager with community outreach/sales and duties such as merchandising, restocking, cash handling, and invoice purchases online while assessing inventory for apparel packaging and delivery.

Projects & Leadership Involvement Section

Co-Finance Chair & Member | *Chinese American Student Association* | *Madison, WI* September 2020 – May 2023

- Delivered grant proposal letters and calculated internal expenses to ensure the organization had a financial plan for social events and the annual Chinese Lunar New Year event.
- Created a Google Spreadsheet to record business transactions with restaurant merchants and membership fees while performing fundraisers and apparel merchandise orders.
- Promoted diversity and inclusion on campus through social events and communicated the Chinese culture.

Student Volunteer | *International Companions for Learning* | *Taipei, Taiwan* September 2022 – December 2022

- Participated in the national program under the Ministry of Education for intercultural service at schools.
- Engaged in cultural exchange with Taiwanese youth through weekly Skype and fully sponsored field trips.

Retail Financial Analyst | *Retail Financial Analysis Course* | *Madison, WI* January 2022 – May 2022

- Utilized retail math to calculate book and physical inventory for sales to inventory performance and calculate pricing strategies like markups and markdowns for merchandise planning and product assortment forecasts.
- Evaluated speed & profit of inventory by calculating sell-thru, weeks on hand, inventory turn, and stock to sales ratio to drive sales performance and retail assortment.
- Completed Excel projects calculating 6-month merchandising plans and profit and loss statements for retailers.

Trend Analyst | *Product Development in Retail Course* | *Madison, WI* March 2021 – May 2021

- Collaborated with teammates on a competitive shopping & trend board project to analyze Macy's Kid's apparel assortment for the Epic Threads brand and presented a visual report to industry representatives.
- Created competitive market analysis on Macy's product category to reveal white space opportunities while leveraging trends services like WGSN and Trendstop to forecast the retailer's future assortment.

Social Listening Analyst | *Infegy Atlas Case Study Certificate* | *Madison, WI* October 2020 - November 2020

- Awarded both basic and master certificate in the consumer intelligence and social listening platform.
- Analyzed and gauged consumer perceptions of the Apple Watch and Tesla Model 3 by utilizing the consumer intelligence data visualization software to interpret consumer data and make informed business decisions.
- Generate queries with ad hoc analysis to generate social insights from news sources, online conversations, and organizations with the aid of metric dashboard.

Skills Section

Microsoft Excel, Market Research, Trend Analysis, Consumer Insights, Infegy Atlas, Mirakl SaaS, Salesforce, Planogram, Mind Mapping, Canva, PowerDirector