

Hongbin (Ben) Yu

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SUMMARY

Solutions-driver programmer with a three-year record of commended performance in modular and object-oriented programming. Proven ability to manage complete project lifecycles, from inception and needs determination through design and development, to final implementation and user training.

EDUCATION

Bachelor of Science

May 2013

The University of North Alabama, Florence, AL

Major: Computer Science Minor: Mathematics

Cumulative GPA: 3.20/4.00

SPECIAL SKILLS

Ⓢ **Software:** Dreamweaver, Visual Studio 2008/2010, Dev-C++, Eclipse, Microsoft, Adobe, Netsuite, Mailchimp, Google Adwords, Bing Ads

Ⓢ **Speaking Languages:** English, Mandarin, Cantonese

Ⓢ **Programming Languages:** Java, Javascript, JQuery, C#, C++, Perl, PHP, HTML/HTML5, CSS,

Ⓢ **Operating System:** Windows, UNIX, LINUX, Mac X

PROFESSIONAL EXPERIENCE

General Manager

February 2019 – September 2021

Xprite USA. 13825 Benson Ave, Chino, California, USA

- Managed the entire team of 15 members including customer service, marketing, operation, and sales.
- Supervised 4 departments and provide support for all daily tasks.
- Reviewed product samples from manufacturers and provided suggestions for better production.
- Generated ideas for marketing including website promotions, online influencers, sponsors, photoshoot.
- Reviewed all B2B customer applications and approved better pricing for wholesale customers.
- Generated sales report of all platforms (Amazon, Ebay, Walmart, Shopify) including RMA and Replacement data.
- Based on the monthly report, report potential issues to the CEO in a timely manner including product issues, logistics issues, operational issues etc.
- Coordinate with Accounting & Warehouse departments to ensure all daily tasks are delivered perfectly.
- Reviewed company operations, suggested better operations to improve efficiency.
- Created SOPs for company operation and provided training to employees.
- Recruiting, hiring, and retaining company employees
- Company software & hardware troubleshoot and upgrade.

Ecommerce Specialist / IT

November 2017 – February 2019

CYS Excel Inc. 5151 Commerce Dr, Baldwin Park, California, USA

- Managed company websites including marketing strategy and website modification.
- Supervised company marketing department including photoshoot, social media, newsletter.
- Supervised content writing team to improve brand SEO by writing blogs, optimizing keywords.
- Managed company advertising project on Adwords, Bing Ad and social media Ads.
- Built an inventory system for the warehouse including programming, training, and improvements.
- Unify company inventory data by consolidating incoming inventory and all platform sales data.
- Assisted general manager for varieties of reports.

Senior Web Developer

September 2014 – October 2017

Simpeel Solution inc. 33 E Valley Blvd, Alhambra, California, USA

- Contacted clients to learn about development of project scopes and discuss design options.
- Performed E-commerce website design and development for clients in diverse fields such as clothing, accessories, flower, tools, medical devices and entertainment using Opencart or Magento which are using PHP, MySQL, HTML, CSS, Javascript and JQuery.
- Created highly responsive interfaces that improve user experience and provide dynamic functionality without reloading the page for clients' websites using JQuery and Ajax.
- Developed and maintained customized CRM systems in trucking, airport shuttle and real estate fields.
- Designed and implemented inventory system in both data processing and user interfaces.
- Experience in troubleshooting and fixing computers with software or hardware problems and good knowledge in networking.
- Experience in domain DNS management and hosting server management.

Software Engineer

October 2013 – August 2014

Roboticsoft LLC, Los Angeles, California, USA

- Web Development, Office Networking, Software Development

Office Assistant

May 2006 – August 2008

Sheng Wang Hardware Factory, Dongguan, China

- Front desk reception, data entry, product shipping and tracking