Huiyin Zhang

626-505-3130 | evanzhang59@gmail.com | Monrovia, CA | www.linkedin.com/in/huiyinzhang

Experience

B2B E-Commerce Specialist – Yola Beauty | Chino, CA | January 2026 – Present

● Manage marketplace onboarding and channel sales for 15 Asian beauty brands, including dasique, lilybyred, and Judydoll, across Nordstrom, Target, and regional online retailers, supporting $1M+ in 2026 channel sales.

● Built a Shopify-centered multichannel commerce hub supported by Zoho, connecting purchasing, inventory management, synchronization, and online distribution; led cross-functional delivery from business requirements through launch.

Marketing Specialist – Sailvan Times (DRESSIN Project) | Fullerton, CA | February 2025 – January 2026

● Drove omnichannel customer acquisition across SEO, Google PMax, review programs, and social media campaigns, optimizing paid and organic traffic to achieve an average ranking of 3.5 across 20+ local keywords while generating 100,000+ video views and 4,000+ qualified social engagements.

● Built a data-driven attribution framework by linking consumer surveys, POS sales, and campaign performance data to evaluate channel effectiveness and guide budget allocation; reduced average CPM to $2.6 while maintaining a 1.01 ROI across paid channels.

● Coordinated merchant partnerships, student discounts, and campus activations; back-to-school campaigns engaged 40,000+ customers and increased seasonal revenue by 27%.

Associate Operations Manager - Game Platform, Masobu Inc. | Arcadia, CA | December 2023 - February 2025

● Led the end-to-end development and launch of an online gaming platform, from market research and product requirements to UI implementation, MVP validation, launch testing, and go-to-market execution.

● Built a game portfolio and creator operating model that launched 40 games in 6 months and generated $3.5M+ in revenue; membership programs grew the platform to 210,000+ registered users with a 17% visitor conversion rate.

E-Commerce & Brand Strategy Specialist, Wookoo LLC | Dallas, TX (Hybrid) | April 2023 - December 2023

● Led TikTok Shop expansion for Wrangler and Montana West, targeting Gen Z audiences across westernwear, bags, and accessories.

● Refined product selection through sales testing and customer feedback, working with manufacturers on product improvements and contributing to $4.3M in Q3 2023 sales.

● Built live-stream, affiliate, and creator programs that grew brand social audiences to 250,000+ followers and recruited 600+ content creators as brand ambassadors.

● Developed holiday assortment and promotion strategies using limited-edition products and bundled offers, driving a 20% average sales increase and peak sales of $32,000 within 2 hours.

E-Commerce Operations Intern - Dali Education, Bytedance Ltd. | Shanghai, China | December 2021 - April 2022

● Supported day-to-day Tmall operations for ByteDance's smart education hardware, covering product listings, merchandise management, inventory coordination, and sales performance tracking.

● Analyzed product and channel data to support assortment and promotional decisions, contributing to cumulative sales of 4M+ units.

HRBP Intern - ByteDance Ltd. | Shanghai, China | September 2021 - December 2021

● Partnered with hiring teams to clarify staffing needs and adjust sourcing strategies across LinkedIn, WeChat, and other recruiting channels, supporting the hiring of 3 senior-level managers.

● Built and maintained recruiting pipelines based on changing hiring needs, screened an average of 200 resumes per day, and advanced 300+ candidates to the interview stage.

● Supported interviews, onboarding, salary negotiations, and background checks while conducting salary benchmarking and organizational research to inform recruiting decisions.

Skills

Marketing: Meta Ads, TikTok Ads, Google Ads, Target Audience and Campaign Optimization, SEO
Website Development & Operations: Basic HTML, Figma, Google Analytics 4

Education

8/2021	**University of California, Santa Cruz**	Bachelor of Arts in Psychology
8/2023	**Johns Hopkins University**	Master of Science in Education