

# JAMES McDONALD

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*Seeking entry-level position with large MNC that offers high potential for career development in*

**MARKETING • BUSINESS DEVELOPMENT • INTERNATIONAL TRADE**

**Recent university graduate with professional experience internationally. Strength in adapting to globalized and culturally diverse work environments. Senior management aspirations.**

**China Focus:** Comprehensive background knowledge of the PRC. Degreed in Political Science and Asian Studies. Have worked in Shanghai since July 2008. Formal language studies in Beijing and Taipei.

**Multi-Lingual:** Advanced proficiency in Mandarin Chinese—can read and write over 3000 Chinese characters. Also speak fluent Spanish.

**Creative Ability:** Enjoy telling stories verbally and in print to change perceptions of product, service, or organization.

**Customer Centric:** Work tirelessly to ensure that clientele are satisfied with the service or product.

**Well-Rounded, Hands-On Learner:** Grasp new circumstances quickly. Detail-oriented yet able to understand the larger context of a given situation.

**Technologies:** Microsoft Office, Adobe Photoshop/Illustrator, Dreamweaver, Flash.

## Areas of Experience to Date

*Marketing Materials Development*

*Copywriting*

*Editing*

*International Communications*

*Multi-Lingual Contract Negotiations*

*Website Design & Development*

*Global Sales*

*Conventions*

*Tradeshows*

*POP Displays*

*Customer Satisfaction*

## Citizenship

USA

## EDUCATION

**University of Hawaii**—Honolulu, Hawaii, USA

B.A. Degree in Political Science and Asian Studies, June 2008

Overall GPA: 3.67

### *Extracurricular Activities*

President, University of Hawaii Zen Society, 2005 – 2008

Asian and Middle East Studies Representative, Student Advisory Board, 2007 – 2008

Member, Delta Chi Fraternity Hawaii Chapter

## PROFESSIONAL EXPERIENCE

**PACIFIC STONE TRADING COMPANY**—Shanghai, China

*Global sales of flooring and home decorating products—PVC, vinyl, wood, stone, and tile. Global staff of 200 includes 20 in China. Privately held.*

### **Asia Pacific Marketing Manager**

7/2008 – Present

Oversee samples production. Prepare for international conventions and trade shows such as Dometex 2008.

Coordinate all facets of marketing and distribution with local supplier factories and multinational branch offices.

- Collaborated with US-based headquarters and outside marketing firm to create product catalogues. Provided copywriting and graphics support.
- Cut costs of POP displays by sourcing locally. Resulted in less expensive displays and reduced shipping costs.
- Optimized content of direct sales marketing materials to boost effectiveness.

*Pacific Stone continued...*

**Intern**

7/2007 – 9/2007

- Helped establish new Shanghai office for this foreign capital enterprise.
- Coordinated communications between USA headquarters, Hong Kong, and Mainland China.
- Evaluated and negotiated contracts in Mandarin and English.
- Interviewed and trained Chinese employees for data input positions.

ASIA ENTREPRENEURS—Beijing, China  
*Non-profit initiative for promoting entrepreneurship in Asia.*

**Intern**

2/2007 – 5/2007

- Helped coordinate events with international presenters and Beijing venues such as the Shangri-La Kerry Centre Hotel.
- Staffed conference events. Developed registration, member database, and PR functions.
- Edited web content in English and Chinese.

BLAKE CENTER, UNIVERSITY OF HAWAII—Honolulu, Hawaii, USA  
*Community center for students, faculty, staff, alumni, and guests. One of UH's largest work-study employers.*

**Web Designer**

9/2004 – 6/2005

- Collaborated on 4-person team to create web pages that promoted university events and activities.
- Designed and published web pages and graphics that averaged 3,600 hits per day.

MATRIX MARKETING CORPORATION—San Jose, California, USA  
*Sole distributor since 1985 of Woodlawn Cutlery. Over 200 offices in North America. Renown for exceptional training and leadership development. Privately held.*

**Senior Sales Advisor**

6/2004 – 9/2004

- Sold \$15,000+ of Woodlawn merchandise on a personal appointment basis.
- Consistently reached Top 10 List for monthly sales out of average 200 advisors in branch.
- Promoted to office manager's *Key Staff*. Co-hosted internal meetings and sales workshops.
- Earned Senior Sales Advisor designation within two months of employment.

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**COMMUNITY INVOLVEMENT**

**Volunteer**, Tzu Chi Foundation Youth Group—Honolulu, Hawaii, USA 3/2004 – 11/2006

- Performed recycling, provided food at homeless shelters, and served retirement home residents.
- Communicated with other volunteers in Mandarin and English.

**Volunteer ESL Instructor**, Centro Romero Community Center—San Jose, California, USA 6/2004 – 9/2004

- Used Spanish language ability to teach English to Latino immigrants.

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**FORMAL LANGUAGE STUDIES**

Four years of Mandarin Chinese throughout B.A. program—University of Hawaii 2004 – 2008

IES Abroad Chinese Language Intensive Semester—Beijing Foreign Studies University Spring 2007

Chinese Language and Culture Intensive Camp—Taipei University Summer 2005

## Project Notes:

James is a young American expat living and working in Shanghai, China. He is a June 2008 graduate of the University of Hawaii. His degree is in Political Science and Asian studies. Although he is in a stable position with his current company (first real job out of college), he came to me to develop his resume for the eventual next step in his career.

His near-term priority is to continue working in Shanghai, but he would consider other Chinese mainland “Tier 1” cities such as Beijing or Guangzhou. He plans to transition back to the U.S. in a few years.

When asked to share his short-term career objective, he said the following:

*“To build expertise in marketing and business development, learn the details of international trade, and acquire skills that would be useful for a future management role.”*

In the Profile at the top of the resume, I used a headline to clearly communicate that desire. He also expressed the vision to eventually transition to a large MNC in China and to develop the skills required to manage his own office or company.

The Areas of Experience to Date in the shaded box reflects his work in his current job, and in his college jobs, internships, and volunteer work. To the left of the shaded box I summarized what he identified as his key strengths given his background and the market in which he operates. The profile as a whole is supported by the bullet-pointed responsibilities and accomplishments throughout the document.

When I asked him what sets him apart from others in his field he provided the following answer:

*“Western-Chinese relationships are unfortunately often unbalanced because while the Chinese party makes a strong effort to speak English and understand Western practices, the reverse is not often true. With my deep background knowledge of China, and Mandarin written and spoken ability, I am one of the few Americans who is qualified to bridge the gap from the other side. At the same time, my strong educational background and personal development in the U.S. ensure that I am well qualified to work for the typical large MNC.”*

I wanted to reflect his self-perception in the whole of the resume—education, experience, cultural sensitivity, and amazing language ability.

The paper size for this resume was A4 but has been resized for your convenience.