



## ABOUT ME

An enthusiastic, disciplined and self-motivated individual with strong communication and organizational skills. Detail oriented and able to multi-task in a fast paced environment. A quick learner who enjoys working on creative and cross-cultural projects. Bilingual in Mandarin and English, both spoken and written.

## EDUCATION

Master of Science, Information Technology, 2009  
University of Massachusetts  
Boston, Boston, MA, USA

Master of Business Administration, 2008  
University of Massachusetts  
Boston, Boston, MA, USA

# Alberta Tai

A positive, outgoing team-player who has a good sense of humor and loves solving problems and improving processes

## QUALIFICATIONS

- ✍ Demonstrated capacity to effectively organize, coordinate and prioritize daily office tasks and managing teams
- ✍ Highly focused, independent and extremely results oriented when working with complex projects
- ✍ Flexible, agile and reliable
- ✍ 5+ years' experience in a senior level administrative leadership and business support role
- ✍ Proficient in MS Office Suite, Mac OSx, project management and CRM systems

## EXPERIENCES

Godex International Co. Ltd., Taipei, Taiwan 01/2012- Present

### **Executive Assistant to CEO, Project Manager**

- Planned and facilitated a full company expansion to establish a larger market share in China
- Reviewed operating practices and procedures and determined whether improvements could be made in areas such as workflow, reporting and expenditure procedures
- Prepared and presented sales/ marketing, financial reports to investors, vendors and customers
- Main planner and the master of ceremonies for the company's IPO event
- Handled CEO expense reports, arranging and scheduling travel itineraries
- Managed project (new product launch & advertising campaigns) details, schedules, including marketing budget
- Coordinated, planned and attended trade shows and special events (product launches, tech trainings) worldwide
- Addressed customer inquiries; interpreted and delivered, to management, various customer-proposed-suggestions
- Met with different department heads to coordinate promotions and product materials
- Played a key role in initiating and implementing a corporate wide CRM system
- Managed conferences and mediated video calls across different subsidiaries (Asia, the United States, and Europe)
- Handled, on a daily basis, confidential information and correspondence at the highest level

# Alberta Tai



## EXPERIENCES

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Godex Americas, Camarillo, CA, USA

08/2009-12/2011

### **Marketing Coordinator**

- Created and implemented marketing advertisement campaigns, as well as, large promotional events for new and existing products
- Managed channel partner programs, company policies and helped position the company brand image
- Planned for a vast amount of trade shows and publicity events. (On average, once every 2 months)
- Successfully launched new product promotions and presented at seminars, to resellers and customers
- Worked with media on public relations, press releases and newsletters
- Created and managed multiple social media sites including promotional content for the corporate website
- Developed sales flyers and e-blasts for special events and sales events
- Designed and managed direct mail, Google PPC and email campaigns

### **Operations Manager**

- Assisted with personnel activities during hiring; organized incoming resumes and scheduling of interviews
- Provided customer service support, proof-of-delivery documentation and dispatch assistance
- Managed purchasing, QC and receiving goods
- Managed inventory and product forecasts; including the warehouse and handling orders for over 1,000 items
- Engaged in correspondence with customers and vendors, scheduling, purchasing, accounts payable, accounts receivable, billing, collections, mailings
- Processed credit card charges, bank reconciliation and depositing of checks, including payroll
- Oversaw administrative budget to effectively reduce expenditures on a quarterly basis
- Negotiated with vendors on prices and service coverage