

# Antony Jiang

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## Summary of Qualifications

- Dynamic Marketing student with a proven record of success in retail management, customer service, and operations.
- Experienced in leading teams, overhauling department operations, and driving sales growth in demanding environments.
- Recognized for improving customer experience, streamlining operations, and maximizing efficiency across various roles.
- Demonstrated proficiency in sales, leadership, creative designs & curation, merchandising, and consumer engagement.

## Education

**ROWAN UNIVERSITY** | B.S. MARKETING

**2023 – 2025**

**ROWAN COLLEGE OF SOUTH JERSEY** | A.A.S. DIGITAL MARKETING

**2021 – 2023**

## Work Experience

**CHINA CAFÉ**

**FRANKLINVILLE, NJ**

IT MANAGER

*AUGUST 2024 – PRESENT*

- Administer and maintain all restaurant hardware and software systems, including POS terminals, printers, and network routers, ensuring 99% system uptime and minimal disruption to daily operations.
- Diagnose and resolve technical issues and optimize internal systems to improve order processing time by 120%.
- Negotiate with service vendors to secure cost-effective IT solutions and contracts, reducing expenses by over 16%.

FOOD SERVICE SPECIALIST

*APRIL 2018 – AUGUST 2024*

- Supported the Store Owner's operations by efficiently managing orders, ensuring 98% accurate order fulfillment.
- Monitored inventory levels of supplies and initiated replenishment to avoid shortages and service interruptions.
- Redesigned several store menus, adjusted pricing to reflect market changes, and maintained consistent profit margins.

**UNDER ARMOUR**

**BLACKWOOD, NJ**

LEAD ASSOCIATE, FOOTWEAR

*SEPTEMBER 2024 – FEBRUARY 2025*

- Led the complete overhaul of the footwear department, improving merchandising standards, enhancing product presentation, and streamlining operational workflows to increase sales potential and efficiency by over 50%.
- Trained and mentored team members in footwear technology, product features, and top sales practices, fostering a culture of continuous learning and boosting overall team performance and efficiency compared to years prior.

KEYHOLDER, SALES

*AUGUST 2023 – SEPTEMBER 2024*

- Led a customer-centric selling culture by training and coaching teammates on best practices, product expertise, and service excellence to enhance the overall customer experience.
- Managed store operations and analyzed sales reports daily to align staff schedules with payroll and business needs.

OMNICHANNEL LEAD

*DECEMBER 2022 – AUGUST 2023*

- Ensured timely and accurate fulfillment of SFS (Ship from Store) and BOPIS (Buy Online Pick-Up in Store) orders, maintaining ambitious standards for 100% order accuracy, efficient preparation, and high customer satisfaction.
- Applied visual marketing skills to create hundreds of compelling product displays in line with UA's brand guidelines.

SALES TEAMMATE

*APRIL 2022 – DECEMBER 2022*

- Generated increased sales by providing efficient, friendly, and knowledgeable service to address customer needs.
- Increased average units-per-transaction (UPT) and average-dollar-per-transaction (ADT) daily through Endless Aisle.
- Awarded "Most Valuable Teammate" (MVT) in June for excellence in inventory replenishment and customer service.

**ONLYOPTIONSTRADES**

**REMOTE**

CUSTOMER SUPPORT REPRESENTATIVE

*MAY 2021 – MAY 2022*

- Assisted hundreds of customers in comprehending key stock market terminologies and leveraged the company's extensive educational resources to enhance their understanding through online channels.
- Provided daily and weekly valuable insights on trading setups and news-related movements of underlying stocks.
- Collaborated with company staff to strengthen customer relationships through communication and support.

## Creative Projects

### **ANTONYCREATES**

**HYBRID**

FOUNDER, FREELANCE CREATIVE

*2021 – PRESENT*

- Found and developed a personal creative management brand offering services such as photography, videography, content curation, graphic design, editing, and web design for clients and businesses.
- Manage and collaborate on several projects for individual clients, local schools, start-up businesses, and weddings.
- Deliver end-to-end creative solutions for The Sun Naturalion Company, LLC, from ideation to final product.

### **ZORIAN BAT COMPANY**

**HYBRID**

MANAGEMENT OF ADVERTISING & PROMOTION, CONSULTATION

*JANUARY 2025 – MAY 2025*

- Co-led creative strategy, branding alignment, and digital asset creation for a 112-page marketing plan and final presentation delivered to Zorian Bats, including 17+ custom advertisements and visual campaigns.
- Authored, audited, and compiled research, content development, and promotional planning within a \$10,000 budget.
- Collaborated with teams and clients to develop the winning multi-platform promotional strategy among three teams.

### **THE SUN NATURALION COMPANY**

**REMOTE**

CREATIVE BRANDING & PRODUCT COLLABORATOR

*OCTOBER 2023 – AUGUST 2024*

- Collaborated with the founder on company branding, market research, competitive analysis, and pricing strategy.
- Created multiple iterations of logos, product labels, and stickers to enhance visual appeal and brand recognition.
- Conducted professional product photography, including staging, lighting, and composition, followed by detailed editing to produce high-quality images across marketing campaigns, social media, and product listings.

## Certifications

|                                                                                |             |
|--------------------------------------------------------------------------------|-------------|
| <b>GOOGLE</b>   ADVANCED GOOGLE ANALYTICS                                      | <b>2025</b> |
| <b>GOOGLE</b>   GOOGLE ANALYTICS 4 CERTIFICATION                               | <b>2025</b> |
| <b>GOOGLE</b>   GOOGLE ADS SEARCH CERTIFICATIONS                               | <b>2025</b> |
| <b>HOOTSUITE</b>   HOOTSUITE SOCIAL MARKETING CERTIFICATIONS                   | <b>2025</b> |
| <b>HUBSPOT</b>   CONTENT MARKETING CERTIFICATION                               | <b>2025</b> |
| <b>HUBSPOT</b>   DIGITAL ADVERTISING                                           | <b>2025</b> |
| <b>HUBSPOT</b>   EMAIL MARKETING                                               | <b>2025</b> |
| <b>HUBSPOT</b>   EMAIL MARKETING SOFTWARE                                      | <b>2025</b> |
| <b>HUBSPOT</b>   HUBSPOT CMS FOR DEVELOPERS II: BEST PRACTICES                 | <b>2025</b> |
| <b>HUBSPOT</b>   HUBSPOT CONTENT HUB FOR MARKETERS                             | <b>2025</b> |
| <b>HUBSPOT</b>   HUBSPOT MARKETING HUB SOFTWARE                                | <b>2025</b> |
| <b>HUBSPOT</b>   HUBSPOT REPORTING                                             | <b>2025</b> |
| <b>HUBSPOT</b>   HUBSPOT SALES HUB SOFTWARE                                    | <b>2025</b> |
| <b>HUBSPOT</b>   HUBSPOT X LINKEDIN AMBASSADOR                                 | <b>2025</b> |
| <b>HUBSPOT</b>   HUBSPOT INBOUND MARKETING                                     | <b>2025</b> |
| <b>HUBSPOT</b>   INBOUND MARKETING OPTIMIZATION                                | <b>2025</b> |
| <b>LINKEDIN</b>   B.S. MARKETING                                               | <b>2025</b> |
| <b>LINKEDIN</b>   CONTENT MARKETING: PRODUCING AND PROMOTING LIVE VIDEO        | <b>2025</b> |
| <b>LINKEDIN</b>   LEADING A MARKETING TEAM                                     | <b>2025</b> |
| <b>LINKEDIN</b>   OWN YOUR VOICE: IMPROVE PRESENTATIONS AND EXECUTIVE PRESENCE | <b>2025</b> |
| <b>META</b>   META CERTIFIED DIGITAL MARKETING ASSOCIATE                       | <b>2025</b> |

## Additional Skills

|                      |                                    |                              |
|----------------------|------------------------------------|------------------------------|
| Microsoft 365        | DSLR and Mirrorless Cameras        | Wix, WordPress, Shopify      |
| Google Workspace     | Gimbal, Audio, and Lighting Setups | Canvas & Presentation Design |
| Adobe Creative Cloud | Drone Photography & Videography    | Bilingual: English & Chinese |