

YINUO SHEN

PhD Student: Business Administration - Marketing
Shidler College of Business
University of Hawaii at Manoa

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EDUCATION

- University of Hawaii at Manoa, Shidler School of business, Honolulu, HI** Schedual to graduate December 2024
Doctor of Philosophy in business, Concentration in Marketing
- Washington University in St. Louis, Olin Business School, St. Louis, MO** June 2019
Master of Science in Finance, Concentration in wealth and asset management
- GPA: 3.00/4.00
- University of Alabama, Culverhouse College of Commerce, Tuscaloosa, AL** May 2017
Master of Science in Marketing
- GPA: 3.70/4.00
- University of Alabama, Culverhouse College of Commerce, Tuscaloosa, AL** May 2016
Bachelor of Business Administration
- GPA: 3.62/4.00
 - Dean's List
 - Sophomore year studied abroad at Korea University, Seoul, Korea

RESEARCH INTRESTS

- Internal marketing
- The role of sustainable marketing in internal and external brand management
- Consumer based brand equity and Employee based brand euity
- Stress-coping in modern sales organizations

EXPERIENCE

- Dongjia Investment Co., Ltd- Hevol Holding Group, Beijing, China** July 2017-July 2018
Marketing Associate
- Collaborated with the marketing team to strategize and develop effective social marketing campaigns for two newly developed residential properties.
 - Managed the design and regular distribution of printed community billboards and E-newsletters for apartment complexes, ensuring timely and engaging content delivery.
 - Implemented a cutting-edge digital advertising panel system in various commercial properties, overseeing the installation process and monitoring its effectiveness.
 - Providing frontline service representative with guidance and training on delivering exceptional service and maintaining consistency in resident interactions.
 - Maintained an organized inventory of marketing materials and curated a selection of imported wines for corporate events.
 - Planned and executed promotional activities to introduce and generate awareness for new services launched within residential communities