

# CURRICULUM VITAE

# YINING LIU

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APT# 311, 2015 SHEPPARD AVE EAST, NORTH YORK, M2J 1W6

## ACADEMIC BACKGROUNDS

- Bachelor of Commerce**, *University of Toronto, Rotman School of Management* 09/2013-06/2017
- Specialist in Management Business Strategy, Minor in Economics
  - Relevant coursework in East Asian Studies: *Ideologies and Social Movements in China's Modern Transformation, Modern Chinese Literature, Chinese Society and Culture*
- French Immersion Program**, *L'Université du Québec à Trois-Rivières, Québec* 05/2017
- Brevet d'Études Françaises**, *L'Institut de Touraine, Tours, France* 07/2014
- Work-Study Position- Mandarin and English Translator** 09/2016-04/2017
- University of Toronto, Professor Ikuko Komuro-Lee's Research*
- Translated selected texts from English to Mandarin and from classical Chinese to English
  - Analyzed texts and other documents in classical Chinese both online and through the university library in a timely manner to ensure research progress
- Research Assistant** 02/2016-05/2016
- French Immersion project of Dr. Becky Xi Chen's Lab*
- Performed linguistic tests, recorded student performances, reported and collected data as per the lab's bilingual data collection guidelines
- PROFESSIONAL EXPERIENCE**
- Bilingual Customer Relations Administrator** *Nikon Canada Inc.* 09/2019-04-2020
- Provides exceptional customer service in English and French to internal and external customers by telephone, e-mail, and in-person
  - Creates and manages repair orders in support of the Service Administration Group to ensure that requirements and deadlines for each repair are met
  - Ensures the accurate and prompt processing of repair orders in full collaboration with Service Administration Group.
  - Performs accounting duties including daily cash balancing, collection of unpaid, dunning letters, account credits and reconciliations.
  - Assists with daily repair order report as needed. Assists with special projects and handles multiple projects in the fast-paced environment as needed. Work alongside with other departments to resolve discrepancies with parts, invoicing, warranty claims, and customer relations escalations.
- Apple Specialist** *Apple Store, CF Toronto Eaton Centre, CF Fairview Mall* 08/2017-09/2019
- Consistently scored 100% NPS (Net Promoter Score measures customer experience and predicts business growth) and personally contributed at least 5% of business sales with 54 new business owners connected in 2019
  - Demonstrated comprehensive knowledge of Apple products and services with the right solutions to customers in English, Mandarin, and French
  - Delivered exceptional customer service and Apple device training to both Apple business clients as well as personal users

- Self-motivated to attend training to increase Apple product knowledge while reflecting on professional goals
- Assisted with the maintenance of the visual merchandising standard of the store

**Graphic Designer** *Yanlee Trading CO.LTD*

04/2018-06/2019

- Organized and established priorities regarding customer orders
- Managed the flow of production, including preparing paper proofs of the customer orders, designing mock-ups using Adobe Illustrator to fit customer's artwork into the company's products
- Obtained customer approval of mock-ups and allocated production sheets to different technology
- Communicated with customers regarding the status of their order and negotiated with them if the technology sectors required further modifications to artwork
- Designed the advertising materials using Photoshop, including e-flyers and promotional brochures for the company
- Maintained production line databases, on the website and relative associations databases.

**VOLUNTEER EXPERIENCE**

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**Earth Ranger, Apple Employee Volunteer**

- Cleaned up animal living areas and removed aviary rocks
- Fundraising efforts increased Apple corporate donations by \$800 to Wildlife protection

Aug 22, 2019

**Make-a-Wish-Rope-for-Hope @ Toronto City Hall, Apple Employee Volunteer**

- Managed participants' gears and cheered for the rappelling
- Fundraising efforts increased Apple corporate donations by \$800 to Make-a-Wish Canada for children with critical illness

Jun 7, 2019

**Haven Toronto, Apple Employee Volunteer**

- Cooked meals and served food for the homeless
- Fundraising efforts increased Apple corporate donations by \$800 to Haven Toronto for the elder and unemployed

Dec 13, 2018

**Marketing Advisor** *Rotman Commerce Pride Alliance, University of Toronto*

04/2015-04/2016

- Produced graphics, edited videos, and created multimedia items to be published on the official RCMP website
- Generated marketing ideas for publicizing RCMP Ally week and Panel Discussion which resulted in record-breaking ticket sales

**PROFESSIONAL DEVELOPMENT AND AWARDS**

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**Member of the First Place Team** *Rotman Commerce 2014 Conference Case Competition*

- Analyzed the case information, delegated the tasks to team members, debated optimal solutions and presented the summary for the group following first-place win

**Mentor** *2015 CEO Case Competition*

- Guided first-year students to use the right methods to solve the case and do the presentation

**SKILLS**

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- Bilingual in Mandarin and English. Proficient in French
- Deep understanding of iOS systems - installation, troubleshooting, and software/hardware efficiency
- Advanced knowledge of Microsoft Office Products (Word, Excel, and PowerPoint) and Google Suite Applications
- Advanced knowledge of SAP
- Experienced with graphic design and video editing using programs such as Adobe Photoshop and Corel Video Studio Pro
- Master in social media platforms: WeChat, LINE, Facebook, Instagram, Pinterest