# **Personal Statement**

To Whom It May Concern,

My enthusiasm in entrepreneurship and business operation accompanies me since childhood.  I made my [first pot of gold](https://glosbe.com/en/en/the first pot of gold) by selling my self-made Pokemon "Gyarados" origami toy when I was 8 years old in elementary school and I have been enjoying making money from market demand since then. I was obsessed with chemistry in middle school, I built a lab at home and started extracting essential oils from ginger and branded as hair-growth products to sell in our community. The rise of e-commerce in China was during my high school period, I started to do e-commerce on Taobao and Alibaba, the e-commerce experience in high school led me into the actual business operation in the real world.

I decided to study a “hard skill” major in college and create a business around my professional field in the future. Design and invention have always been my hobbies, so I chose to study graphic design at Ludong University and then transferred to the sister school University of Bridgeport to study industrial design for 4 years. I graduated in 2017 and earned many design-related awards, as well as the highest academic honor. I received some top ranked art and design colleges' master school offers(such as CCS and RIT) and several job offers with working visa sponsorship. I made a choice to work for a few years to save money for my master school tuition.

The company I work for, As Seen On PC( 25 Walls Dr. Fairfield CT) is a digital agency which provides online marketing services for leading multichannel marketers. Besides business developing and marketing services. We also have our own branded solar and gardening product line, named "Touch Of Eco". I have been working as the position of Lead Industrial Designer after the previous leader left the company in 2018. At the same time, I started to be responsible for redesigning and improving the existing products as well as many business operation related job assignments, such as supply chain management, product and production management, invoicing management, procurement planning and negotiating with manufacturers, suppliers and business partners.  Since last year, I started to take over some forecasting work from the sales manager. I went to the University of Bridgeport to sit in the systems and data analysis classes for a year and learned some data analysis and business analysis skills by using R and SAS. These new skills leverage analytic tools and knowledge to expedite the business process, while at the same time save resources.

Besides academic achievements and my current job, my entrepreneurial experience as the President and Design Director of 100 Innovation & Design Studio was very rewarding. I managed the design team and created our unique design thinking process. We have served many famous clients such as Lenovo, P&G, Vincent, Market Union etc.  The company reached the break even within only a few months. My 2nd business just recently created, I am currently running a real estate investment and property management company (Starland Union Inc, web: [Starlandunion.net](http://starlandunion.net)). This company will focus on investing in the real estate market by using various financial tools and building a branded community with a property management system by cooperating with our landlord clients to serve the international students who are studying in the United States. I have designed and programmed the property value analysis system, flip and wholesale analysis system, return on investment analysis system etc. I am currently studying Python and trying to build a software to integrate all the functions into a scanner tool.

I have developed strong logical thinking ability in the business insights that I have nurtured in my entrepreneurial experience. Furthermore, the extensive annual business conferences and events exposed me to a wide range of knowledge including finance and investment, real estate operation, little bit machine learning and AI. I have also finished and passed the Harvard Business School online courses, including business analytic, economics for managers and financial accounting.  I have a very strong interest in exploring the new analytical skills and business knowledge to improve the organization's operating efficiency. Thus, the fascinatingly fast changing economy and the ability of quickly adapting and managing the changes in the market via analytic algorithms and tools contribute the main motivations for me to start my master degree study in the major of Business Analytics at Fairfield University. Through the study of business analysis, I could help my boss to grow his company bigger and faster, and may also bring me the opportunity to work in the different business department, or a bigger globe company. As the part time, I can combine with the product design and development to create a great business consulting company with product development and production service to provide better products and a happier life for millions of people and families.