

Adam Degonda

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adamdegonda.com

Experience

SHANGHAI FA YA FASHION COMMERCIAL CO., LTD. (KARTEL)

SHANGHAI, CHINA

Marketing & Events Director

JAN 2021 – JAN 2022

- Developed and executed marketing campaigns for monthly promotions using online media and print; assisted in sales and event organization for imported wines
- Managed event spaces and arranged customized food & drink packages for clients, totaling over 200 events for 2021 and increasing yearly sales by 27%
- Monitored and updated accounts through WeChat, Meituan/Dianping, TikTok, Facebook, and Instagram

SHANGHAI BANG LI CATERING TRADE CO., LTD. (CELLAR TO TABLE)

SHANGHAI, CHINA

Marketing Manager

OCT 2020 – DEC 2020

- Launched and maintained website and social media accounts to increase customer engagement
- Created wine list featuring over 400 international wines for use in restaurant with frequent updates
- Assisted with organization and managed marketing for private and promotional events

NANJING EASTRUST GROUP CO., LTD.

CHONGQING, CHINA

Brand Representative

FEB 2019 – JUN 2019

- Represented Spanish wineries at the 100th China Food and Drink Fair and established potential trade accounts
- Coordinated with event management to prepare exhibits for showcasing Spanish and French wines
- Increased brand awareness by organizing social events with both current and prospective clients and suppliers

X-HONG INTERNATIONAL GROUP, INC. (WONDER BUGGY)

NEW YORK, USA

Brand Consultant

SEP 2016 – AUG 2018

- Provided recommendations to improve and consolidate product lines for children's strollers distributed to Fortune 500 companies including Walmart and Toys"R"Us, as well as other retailers throughout Asia
- Assisted in arrangement and setup of exhibitions at the Children Baby Maternity Expo in Shanghai
- Redesigned marketing materials by editing copy, adding translations, and streamlining product layouts

Education

NEW YORK UNIVERSITY

NEW YORK, USA

Leonard N. Stern School of Business

SEP 2010 – JAN 2017

Bachelor of Science, Concentration in Marketing

- Coursework in digital marketing, communications, entertainment media, and market research
- Semester abroad in Florence, Italy studying marketing, economics, accounting, and Italian language

GOEAST

SHANGHAI, CHINA

Mandarin Language School

NOV 2019 – JUL 2021

- Hanyu Shuiping Kaoshi (HSK) Level 4 Studies

Skills

- Extensive background in Adobe Creative Cloud (Photoshop, Illustrator, InDesign) and Microsoft Office
- Proficient in managing social media accounts through Facebook, Instagram, TikTok, Twitter, Reddit, and WeChat
- Experienced private chef and certified bartender; passionate beekeeper
- Conversational in Mandarin and Italian; elementary in Japanese and Spanish