**ANN** **LUO**

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**EDUCATION**

UNIVERSITY OF MINNESOTA, Minneapolis, MN, U.S.

Carlson School of Management

**Master of Business Administration (MBA)**

Emphasis: **Marketing and Strategy**

May 2016

GMAT: 750

SICHUAN UNIVERSITY, Chengdu, China

Bachelor of Arts, **Advertising**

Bachelor of Management, **Marketing**

July 2007

**EXPERIENCE**

iCET, Beijing, China

Jun 2013 – Mar 2014

**Project Manager**

* Led organization transition from think-tank to public-engaging NGO by mobilizing central government agencies, corporations, and media, integrated resources to launch strategic campaigns.
* Promote industrial greenhouse gas emissions inventory by developing the first industrial carbon emission management platform in China, leverage adoption of 400 industrial companies.

World Wide Fund For Nature (WWF), Beijing, China

Nov 2011 – Mar 2013

**Communication Officer**

* Engaged strategic partnership with top creative agencies, media, corporations and government agencies to plan and conduct national and international campaigns; mobilized unique resources such as national museum and China Central Television to facilitate campaigns.
* Captured 500% matching funds, compared to 75% average, by coordinating stakeholders’ interests, amplifying campaign exposure and cognition influence with minimum budget.
* Co-initiated Global Illegal Wildlife Campaign proposal communication programs, which brought in $1M budget, the largest project intake in program history.

IBM, Shenzhen, China

Nov 2007 – Apr 2011

**Senior Technical Service Advisor/Personal Development Manager**

* Managed operation change under IBM global delivery framework by mapping workflow, performing cross-region analysis, precluded service-level agreement violations with 20% cost saving by restructuring workflow, reducing wastes.
* Led a client-oriented project management team of eight, oversaw service delivery in cross-region and cross-functional collaborations, obtained the highest client satisfaction rate.
* Collaborated with top management to design and implement knowledge sharing program, yielding 11% improvement in service delivery satisfaction rate and 9% in employee satisfaction rate.

Community involvement

**Co-chair** of a 100,000-member platform supporting lung cancer patients, China Nov 2007 – Apr 2014

* Managed volunteers in consulting panel to search for treatment regimens from pro-bono oncology experts and global forums.
* Set up philanthropy program to provide target therapy to over 100 underprivileged patients.