

"I am neither especially clever nor especially gifted.
I am only very, very curious."

AARON BRIGHTMAN

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Website: aaronbrightman.com

TECH SKILLS:

- Cloud Architecture (AWS)
- Linux Systems
- Networking
- HTML/CSS/JavaScript
- Python
- API Integration
- SQL/NoSQL
- Adobe Suite
- Cybersecurity

EDUCATION & CERTIFICATIONS:

University of Michigan (Ann Arbor) – BA History

AWS Certified Solutions Architect

Cisco CCNA

EXPERIENCE:

Story Teller (Social Media Sales Influencer) – KuaiShou 快手 Platform

February 2018 – August 2024

- Grew a follower base to 1.2 million followers, with an average engagement rate of 12%
- \$2.2 Million Revenue over past 3 years selling products direct to consumer
- Pioneered innovative content strategies that led to a 30% increase in video views year-over-year

Marketing Specialist - WSE China, Canton

February 2013 – December 2017

- Executed 50+ large-scale marketing presentations annually, increasing qualified leads by 30% and student enrollments by 20%.
- Collaborated with cross-functional teams to showcase Wall Street English's 20-level curriculum, resulting in a 25% increase in course package sales.
- Contributed to company expansion, helping establish 15 new centers and growing China locations from 55 to 70.
- Adapted marketing strategies for global rebranding, ensuring 100% compliance across all event materials
- Developed compelling in-center presentations, boosting sales conversion rates by 80%.
- Partnered with National Sales teams to deliver corporate client presentations in Southern China, resulting in a 52% increase in B2B sales.

Network Engineer - YiCheng Logistics, Shanghai

May 2011 – January 2013

- Designed and implemented site-to-site VPN connectivity between regional offices
- Maintained 99.9% network uptime, ensuring seamless operations across locations
- Conducted English language training for upper management, improving international communication

Network Operations Manager & Client Relations Specialist - Sepon Automotive, Shanghai

February 2008 – August 2011

- Configured and maintained IT network infrastructure, including VPN connectivity with main supplier
- Served as primary liaison for English-speaking clients, contributing to a 30% sales increase in the first year
- Delivered weekly sales training and English lessons, enhancing team's international business capabilities