

Brent Deverman

Mobile China +86 13924598570 • Mobile Hong Kong +852 90698570 • www.deverman.org • deverman@msu.edu
Apt 8F Bldg A, Hezheng Mingyuan, Xinwen Rd. Honey Lake Futian District• Shenzhen • Guangdong, China 518034

OBJECTIVE

Employment in China in a position that takes maximum advantage of my bilingual skills, Internet, manufacturing, program management experience.

WORK EXPERIENCE

Founder, Owner – Summer '01 - Present

ShenzhenParty.com / Shenzhen, China / www.ShenzhenParty.com

- Generated Business Development from Sales & Marketing to sponsorship, including advertising rate card, training of sales staff and creation of wiki intranet to keep track of clients
- Established and invested in companies in Hong Kong & China, created business plan and dealt with legal and regulatory issues, contracts, billing, recruiting and other business functions.
- Managed team to Develop Content Management System (CMS) based on Drupal Open source platform administering co-hosted servers to host platform in Hong Kong & China.
- Grew web site content and users to reach to over 600,000 page views per month through Search Engine Optimization (SEO) and search engine marketing (SEM). Created email marketing newsletter reaching over 18,000 subscribers per week (achieved #6 ranking for keyword "shenzhen" on Google)
- Event Marketing through organizing large-scale events including beach parties, theme parties, DJ tours with sponsorship at five star hotels with over 600 people in attendance such as Shenzhen TV Celebrities & Local Press

Program Manager - Manufacturing – Summer '03 – Summer '06

Concord Camera Corp. (NASDAQ Listed: "LENS") / Shenzhen Factory, China / www.concord-camera.com

- Managed cross functional *12 person team* producing 15 million single-use cameras per year for *Kodak OEM* project.
- Communicated weekly accomplishments with New York and China based *Kodak* team through conference calls
- Resolved issues and met targets involving quality, cost, on-time delivery, using *Six Sigma* tools: SIPOC, DOE, FMEA, Process Capability Analysis, six-up chart key performance indexes with root causes and corrective actions.
- Drove annualized component cost reductions of \$200,000USD & annualized production line cost reductions of \$100,000USD, under Kodak Operating System principles with Kaizen lean manufacturing training
- Optimized single-use camera recycle body process, adopted Total Part Quality process for incoming material
- Implemented SAP product cost projection process and BOM restructuring to capture additional recycle costs

Software Engineer – Summer '00 – Summer '03

ewatchfactory Inc. / Shenzhen, China / www.ewatchfactory.com

- Meet with global partners to design system requirements & execute implementation
- Develop & maintain ecommerce shopping cart platform to take orders for custom watches from partnering corporate clients including NFL, Disney, & Marvel comics
- Develop & maintain backend order management, accounting & tracking software along with servers.
- Program web based system in PHP, Fourth Dimension (4D) using Linux & Mac OS X
- Travel to NYC for 3 months to set up 12 co-located servers and meet with clients
- Implemented and maintained EDI to XML order conversion and interface through GXS

Staff Consultant – Summer '99

Ernst & Young LLP / Stuttgart, Germany & Detroit, MI, USA (Client: DaimlerChrysler)

- Traveled to Germany for 3 weeks to share concepts with global partners and work with global team
- Co-created web based drill down & roll up reporting tool
- Prototyped tool functionality using JavaScript & HTML
- Developed web site design standards & tool technical specifications

EDUCATION

Michigan State University / East Lansing, Michigan USA / – Summer '95 - Summer '00

B.A. East Asian Studies / B.S. Computer Science / GPA: 3.4

- 4 years of Mandarin Chinese language courses including semester of conversational Tagalog language
- Multimedia, C++ & general programming coursework; including operating systems & data structures
- Received Dean's list status for 4 semesters

Tsinghua University / Beijing, China / Spring '98 - Summer '98 / Summer '96

Study Abroad Program – Mandarin Language & Chinese Culture

- Over 9 years work & study abroad in China

- **Six Sigma Green Belt and Black Belt** training certificate / Summer 2005
- Ad:Tech Shanghai Interactive Advertising Conference attendee / Fall 2006
- Nielsen Norman Group Usability Conference Hong Kong attendee / Summer 2001
- Student Government - representative / Fall '95 – Spring 2000
- Global Engineering Institute Study Abroad - scholarship recipient
- Council on International Educational Exchange - travel grant recipient

References available upon request

TECHNICAL EXPERIENCE Hardware/Software

- Dynamic HTML & XML web page creation with databases – Fourth Dimension (4D), MySQL, BBEdit, Userland Frontier, FileMaker Pro, Major Web Browsers
- eCommerce security, usability, and payment gateway experience including Payflow Pro, Cybercash & Paypal, WordPay.
- Content development scripting languages – CGIs including JavaScript, PHP, Fourth Dimension (4D), Userland Frontier's UserTalk & AppleScript,
- Object oriented programming – C++ & Visual C++
- Basic Digital video and DVD creation using iMovie & iDVD
- Multiple platform experience – Unix/Linux, Windows, NT, Mac OS X
- Business productivity software – Microsoft Word, Excel, PowerPoint, Keynote, Minitab, SAP & Lotus Notes
- Proficiency in computer Chinese input methods
- Desktop publishing, multimedia & typography – Photoshop, Illustrator, FreeHand & Director