

AMENA LEE SCHLAIKJER

INNOVATIONS IN HEALTH/BEAUTY/WELLNESS/LIFESTYLE

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INTERESTED IN

DEVELOPING A TEAM, VAMPING AND VALIDATING IDEAS,
HANDLING ASPECTS OF START-UP, OPERATIONS,
MARKETING AND LAUNCH OF A NEW CONCEPT IN THE
HEALTH/WELLNESS/BEAUTY/LIFESTYLES INDUSTRIES.

**HEALTH/WELLNESS
START-UPS**

COMING UP WITH TOPICS RELATED TO MY FIELDS AND
DOING RESEARCH IN A PARTICULAR AREA OF
INTEREST OR COMING UP WITH TOPICS OF INTEREST
TO HELP STEER A NEW DIRECTION FOR A
PUBLICATION OR BRAND.

**WRITING OR RESEARCH
PUBLICATIONS OR BRANDS**

GETTING UP-CLOSE-AND-PERSONAL WITH CONSUMERS AND
UNDERSTANDING THEIR BEHAVIOURS AND PREFERENCES
TOWARDS A PROJECT OR BRAND, OR RESEARCHING AN
UNMET NEED FOR COMING UP WITH NEW IDEAS.

**CONSUMER RESEARCH
PRODUCT OR BRAND**

LEARNING

MAJOR: ASIAN STUDIES/ECONOMICS
GPA 3.7 CUM LAUDE
THESIS: "BRAND MARKETING IN SHANGHAI'S
DEVELOPING BEAUTY INDUSTRY"

**BARNARD COLLEGE
COLUMBIA UNIVERSITY
BA 2002**

MAJOR: FASHION MERCHANDISING/ MARKETING
GPA 3.5 CUM LAUDE

**FASHION INSTITUTE
OF TECHNOLOGY
AS 2000**

YOGA TRAINING
(INSPAYA CERTIFICATION Y+ '09)
TRADITIONAL CHINESE MEDICINE COURSEWORK
(DR. ZHANG YI FANG, SHANGHAI EAST INTL HOSPITAL)
LICENSED PROFESSIONAL MAKEUP ARTIST
(VON LEE INTL SCHOOL OF BEAUTY '03)
GRADUATE OF MONA CURAT
ETIQUETTE & MODELING SCHOOL (GENEVA '95)
DANCE EDUCATION/CHOREOGRAPHY
(10 YEARS AMATEUR)
PROFESSIONAL MODEL IN
GENEVA, HONG KONG, NEW YORK, DC ('95-'00)

EXPLORING THE BODY

EXPERIENCE

RETAIL/HOSPITALITY/SALES/OPERATIONS

FIRST WEEK ON MY FIRST JOB I SOLD A NECKLACE FOR \$65,000 AND RECEIVED 20 HOURS SALES TRAINING.

TIFFANY & CO.
SALES REPRESENTATIVE
HONG KONG (DEC '97)

WORKED SEASONALLY AND PART-TIME AT ONE OF NEW YORK'S PREMIER SPAS AS THE MORNING SHIFT HOSPITALITY ASSOCIATE ON DUTY, IN CHARGE OF FRONT DESK OPERATIONS AND GIFT CERTIFICATE SALES.

THE PENINSULA SPA
HOSPITALITY ASSOCIATE
NEW YORK (OCT '99-JAN '01)

MANAGED RETAIL SALES OPERATIONS FOR A HIGH-END SWIMWEAR COMPANY OF FIVE SALES ASSOCIATES UNTIL PROMOTED TO A CORPORATE POSITION IN WEB CATALOG SALES AFTER THREE MONTHS OF RECORD GROWTH.

MALIA MILLS SWIMWEAR
WEB CATALOG & STORE MGR
NEW YORK (FEB '00-AUG '00)

COORDINATED EVENTS AND ALUMNI GIFT INITIATIVES WITH COLUMBIA BUSINESS SCHOOL DEPARTMENT OF THE DEAN'S EXTERNAL RELATIONS OFFICE. RESPONSIBLE FOR DATABASING AND LIAISING WITH PROMINENT GUESTS AND SPEAKERS.

COLUMBIA BUSINESS SCHOOL
EXTERNAL RELATIONS AGENT
NEW YORK (SEPT '00-SEPT'01)

PRESENTED BUSINESS PLAN AND INSTANT MESSAGING SYSTEM TO HIGH-LEVEL MANAGERS OF COMPANIES LIKE SYBASE, J&J, AND AIG, WINNING 3 ACCOUNTS AND BECOMING THE TOP SALES REPRESENTATIVE OF THIS DOT.COM START-UP.

ALL INSTANT
SALES ASSOCIATE
NEW YORK (OCT '01 JUL'02)

ASSISTED FASHION ACCESSORIES DIVISION MANAGER FOR INTERNATIONAL COMPANY OF 5,000 EMPLOYEES. MET FREQUENTLY WITH BUYERS (THE LIMITED, BROOKS BROTHERS, LERNER, EXPRESS, KIDSRUs) AND COORDINATED PRODUCTION DETAILS WITH ASIAN NETWORK WHILE MANAGER WAS AWAY ON TRAVEL.

LI & FUNG, LTD.
ASST. MERCHANDISING MGR
NEW YORK (SUMMER '02)

EXPERIENCE

HEALTH/WELLNESS/BEAUTY/INNOVATION

WORKED CLOSELY WITH INVESTOR TO SET-UP MONTAUK'S FIRST JEWELRY/GIFTS/ANTIQUES SHOP FROM CONCEPT TO FIRST THREE MONTHS OF MANAGING SUCCESSFUL SALES AND OPERATIONS.

MANAGED A TERRITORY OF 4 STATES (MD, DE, PA, NJ) PRESENTING ORTHOPAEDIC DEVICES TO CLINICIANS AND PURCHASING REPRESENTATIVES TO NEW AND EXISTING ACCOUNTS, TRAVELING 3-4 DAYS PER WEEK CONDUCTING STRATEGIC SALES AND PROVIDING PRODUCT TRAINING TO END USERS, GROWING BUSINESS 2-4% PER QUARTER.

PERSONALLY RESPONSIBLE FOR SETTLING UP 10 COUNTERS AND TRAINING STAFF; CONDUCTED FOCUS GROUPS OF 100 CONSUMERS TO SPARK A RE-BRANDING INITIATIVE AND HELD TRAINING COURSES FOR 20 ARTISTS.

LAUNCHED FIRST CHINA COUNTER FOR M.A.C; HANDLED ALL PREPARATION, SET-UP, TRAINING COORDINATION, EXECUTION AND MANAGEMENT OF A 50 SQ. METER COUNTER AND 20 STAFF BEFORE SCALING TO 2 OTHER LOCATIONS.

HIRED AS THE SECOND PERSON OF CHINA'S FIRST INNOVATION COMPANY TO SET UP OFFICE SPACE, HIRE PEOPLE (20), SET UP OPERATIONS, MANAGEMENT TEAM, CREATE MARKETING PLATFORMS AND COORDINATE PROJECTS FOR MNCs SUCH AS PEPSICO, UNILEVER, L'OREAL, J&J, ASTRA ZENEGA, NIKE, NISSAN, MASTERFOODS, MOET HENNESSY, DIAGEO, COKE, HSBC , ETC.
WWW.WHATIFINNOVATION.COM

**SEAGRASS COVE
CONSULTANT
NEW YORK (JUL '02-OCT '02)**

**ASPEN MEDICAL PRODUCTS
REGIONAL SALES ASSOCIATE
US (DEC '02-FEB '04)**

**CICIGIRL COSMETICS
BRAND/TRAINING MGR
SHANGHAI(MAR '04-MAR '05)**

**M.A.C COSMETICS
OPERATIONS MGR--EAST CHINA
SHANGHAI (2005)**

**?WHAT/IF! INNOVATION
ENTREPRENEUR
PEOPLE & OPERATIONS MGR
SHANGHAI (OCT'05-MAY'09)
CURRENTLY ON SABBATICAL**

FREELANCE & STARTUP

SPENT 3 MONTHS INTERNING FOR VOGUE CHINA ON THEIR DUMMY ON CHINESE PERCEPTIONS OF BEAUTY AND TRENDS AND LIFESTYLE PATTERNS THAT WOULD PREDICT THE MOVEMENT OF THE INDUSTRY AND CONSUMER PREFERENCES.

VOGUE CHINA
BEAUTY RESEARCH
(FEB '03-MAY '03)

WORKED CLOSELY WITH MARKETING MANAGER UPON LAUNCH OF THIS BRAND TO CHINA MARKET TO COORDINATE EVENTS AND PR INITIATIVES TO GAIN MORE EXPOSURE AMONG UP-MARKET FEMALES.

DARPHIN SKINCARE
MARKETING IDEAS FOR EVENTS
(SUMMER 2003)

MANAGED RETAIL SALES OPERATIONS FOR A HIGH-END SWIMWEAR COMPANY OF FIVE SALES ASSOCIATES UNTIL PROMOTED TO A CORPORATE POSITION IN WEB CATALOG SALES AFTER THREE MONTHS OF RECORD GROWTH.

VERY STYLE GUIDES
DATA COLLECTION
& RESEARCH
(SUMMER 2003)

COLLABORATED WITH NEW YORK OFFICE AND LOCAL EDITORS TO CREATE SHANGHAI'S FIRST EDITION OF THE ZAGAT RESTAURANT GUIDE IN COOPERATION WITH MASTERCARD FOR A RESTAURANT INDUSTRY EVENT AND BOOK LAUNCH AS THEIR DATA COLLECTOR AND EVENT COORDINATOR.

ZAGAT RESTAURANT SURVEY
SHANGHAI GUIDE
(2004)

WORKED SEVERAL PROJECTS WITH COSMETICS BRANDS AND FASHION EVENTS AS A FREELANCE MAKEUP ARTIST, JUDGE AND GUIDE FOR DESIGNERS WHO WERE UNFAMILIAR WITH CHINA WITH SHANGHAI GARMENT GROUP.

FREELANCE MAKEUP ARTIST
FASHION SHOW JUDGE
FASHION FESTIVAL GUIDE
(AUG '03-FEB '04)

SPENT 4 MONTHS PUTTING TOGETHER PROJECTIONS AND CONCEPTS FOR A SEAMLESS HOSPITALITY AND WELLNESS CONCEPT FOR A FRENCH CONCESSION PROPERTY IN DOWNTOWN SHANGHAI.

RED STAR MANAGEMENT
"ROOM"
SEAMLESS WELLNESS CONCEPT
(JUL '05- OCT '05)