

Hui Pan (Elaine)

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EDUCATION

Zhejiang University: BS & MS in International Economics and Trade (Top 3%) 2003.09-2009.06

– Exchange: Taiwan Tamkang University, Business School 2005.09-2005.12

Columbia University: MA in Instructional Technology and Media 2018.09-2020.05

TEACHING EXPERIENCES

College of Continuing Education, Zhejiang University **Instructor**

- Teach a class of 170 students the course of International Economic Cooperation in College of Continuing Education, Zhejiang University for one semester.

Career Development Center of Zhejiang University **English Tutor**

- Teach middle school students English as personal tutor for 2 years.

EDTECH STARTUP EXPERIENCE

2016-2018 Hangzhou Jiejing Technology Company Ltd. **Vice President**

It is an Ed Tech startup company providing online management system for after-school training organizations.

- Lead an operation team of 20 people to activate users, **carry out customer surveys, design instructional material for distant learning, conduct customer trainings** and analyze user data to create reports for strategic and tactic decisions. Set standards for internal and external operation procedure and keep optimizing business practice. Weekly active user ratio grows from 19% to 83%.
- Set up organization structure, make and implement recruitment plans according to business development, manage compensation budget, **lead training program**, carry out performance review and improvement plan. Headcounts grow from 15 to 97 in 8 months.
- Provide advices for Product Design Dept. on product design and upgrade by extracting insights from consolidated user feedback twice a month. Assist Sales Dept. to define target client persona and raise client referral rate.

ADMINISTRATIVE EXPERIENCES

2012-2015 GAD Design Group Corporation Ltd. **Administrator of GM office**

- Assist CEO to draw up business strategy and annual plan and break it down to different companies and departments with a specific schedule. Follow up on corporation's decisions and oversee the process of implementation.
- **Lead the internal consulting program "Human Capital Project"** by working with external expert consultant to establish human resource management system for GAD Corporation to consolidate management of 5 companies with unifying norms, including human resource planning, hiring, **training** and developing, evaluation, compensation, employee relations and organizational culture.
- **Lead the Office Automation System Project**, select service vendor, oversee project progress and manage coordination. **Conduct training** across all 5 companies to guarantee smooth operation transition from paper-based to system-based operation which resulted in a raise in efficiency by 33%.
- Develop public relationships with government and industrial association. Apply for government funding and honors, successfully secure RMB360,000 funding and 5 governmental and industrial honors. I was awarded with *Outstanding Individual Contributor* by Hangzhou Exploration and Design Industry Association.

CONSULTING EXPERIENCES

2009-2011 Ernst & Young (China) Advisory Ltd. **Human Capital Advisory Dept. Consultant**

- Provide professional tax consulting services for international employees of multi-national corporations, including tax compliance, incentive plan design, tax policy consulting, etc.
- **Conduct tax briefing sessions** yielding 99% satisfaction rate with individual clients, mostly C-suite executives, to coach them on their tax issues.
- Manage key accounts (e.g. IBM and GE). Lead a team of 5 interns to complete task under tight deadline.