

Mo Yutao

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EDUCATIONAL BACKGROUNDS

- **Zhejiang Gongshang University** Sep. 2013 - Jun. 2017
Degree: Bachelor's Degree
College: School of Computer and Information Engineering
Specialty: Information Management and Information Systems
GPA: 2.69
Average Score: 77.95
- **The Affiliated High School to Hangzhou Normal University** Sep. 2010 - Jun. 2013

STANDARD TESTS

- **College English Test Band 4**
- **AMAC Fund Professionals Qualification Examination** Sep. 15th, 2018
- **SAC Securities Professionals Qualification Examination** May 26th, 2018

ACADEMIC PAPER

- ***The Effect on the Growth and Evolution Model of Logistics Symbiosphere*** Jan. 2018
Paper Writer
Main content: this article will adopt the symbiosis theory to build a symbiotic circle model. By solving the planning model, it draws the conclusion that the logistics service providers must follow the differential route in development in line with prominent features
Duties involved: was responsible for the collection and arrangement of information; conducted on the analysis of the elements and characteristics of an ecosystem; took charge of editing the ecosystem section
Achievement: was published on *International Journal of Manufacturing Technology and Management* - 32(2):162 · January 2018 with 5 Reads

WORKING & INTERNSHIP EXPERIENCES

- **Hithink Flush Information Network Co., Ltd.** Oct. 2017 - Now
Product Manager
Duties involved: was in charge of the design of the research function in Tonghuashun APP; followed up the development process of the project and solved its development problems; realized the personalization and precision of financial information push notification; redesigned a value investment version of a financial product
Achievements: promoted users' satisfaction; increased the click rate and conversion of ads by 10%; improved the users' reading rate and its advertising income of the company
- **Beijing Jiu Fu Pu Hui Information and Technology Co., Ltd.** Oct. 2016 - Apr. 2017
Product Manager
Duties involved: designed new product demo by combining big data and artificial intelligence; completed product demo design, PRD writing, development, testing online, etc.; studied mini-programs design and development document
Achievements: raised the conversion rate of products and reduced later operating costs; brought tens of millions of funds for the company; shortened users' purchase access by 33%
- **Hangzhou Zhongjiezhe Technology Co., Ltd.** Nov. 2015 - Sep. 2016
Product Manager
Duties involved: researched on the product logic; output the analysis documents of competitors' products; reconfigured usage path; engaged in the development and testing online; added the function of evaluation and complaining; analyzed 17 competing products by using KANO model analysis
Achievements: shortened the usage process by 50%; made 51 pages of products demo

- **Hangzhou Zhiyin Education Technology and Development Co., Ltd.** May 2015 - Sep. 2015
Corporate Representative
Duties involved: conducted on 3D printing services and offline education; offered 3D printing courses; researched on the market of customized products on campus
Achievements: improved users' experience constantly; completed the PRD of online 3D printing service platform

SOCIAL & EXTRACURRICULAR ACTIVITY

- **The Student Union of Zhejiang Gongshang University** Sep. 2014 - Jun. 2015
Minister of the Public Relations Department
Duties involved: got involved in attracting the brand businesses to support college activities; took charge of the communication and collaboration with brand businesses
Achievements: succeeded in winning 10,000 yuan of title sponsorship fee from Coca-Cola; obtained the honorary certificate of the excellent minister

HONORS & CERTIFICATE

- **The Honorary Credential of Zhangnaiqi Honors College (Entrepreneur College) of Zhejiang Gongshang University** Jun. 2017
- **The Bronze Prize of the 2nd Zhejiang Province College Students "Internet Plus" Innovation and Entrepreneurship Competition & the 2nd China College Students "Internet Plus" Innovation and Entrepreneurship Competition** Jul. 2016
- **The Bronze Prize of Zhejiang Province College Students' Career Planning and Entrepreneur Competition** 2016
- **The Second Prize for Undergraduate Business of Zhejiang Province "Yuanzhu Cup" College Students' Electronic Commerce Competition** May 2015

PERSONAL SKILLS

- **Language:** Chinese (native); English (fluent)
- **Computer:** mastered utilization in Java, Python, H5, CSS3, JS, jQuery, SQL, php, C; skilled utilization in Software (Axure, Mindmanager, Processon, etc.)

HOBBIES & INTERESTS

- **Reading**
- **Swimming**
- **Physical exercise**