

YANGYANG YU

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EDUCATION

Beijing Forestry University

Beijing, China

Bachelor of Arts

09/2015-06/2019

Major: English Language and Literature Average Score: 79.92/100

WORK EXPERIENCES

Horwin Co., Ltd.

Marketing Department

Public Relations Manager

02/2023-11/2023

- ❖ **PR Coordination:** Led more than ten PR projects, overseeing activities such as new product launches, brand promotion, and social media marketing.
 - **2023 Shanghai International Automobile Industry Exhibition:** Led the company's PR and social media communication. Crafted compelling speeches for the press conference and prepared press releases. Successfully invited over 100 media outlets, resulting in a total of over 102 articles. Leveraged a media budget of less than ¥50,000 to harness media resources worth millions. Devised and executed a strategy that produced 5 articles on the company's WeChat official account during the exhibition.
 - **CIMA Motor:** Orchestrated the PR and social media communication strategy. Drafted news releases, social media copies, and various promotional materials. Invited over 20 media professionals for product experience trials and test drives, generating over 30 in-depth reports on platforms like TikTok and other video-sharing sites. Coordinated interviews with prestigious financial media outlets such as Huxiu, Caijing Magazine, and Yuanchuan. Garnered attention from top-tier media outlets including Xinhua News Agency, Chongqing Television Station, and 36Kr, resulting in over 100 articles across various platforms. Collaborated with the sales department, achieving a remarkable conversion of over 300 users seeking car consultations within one week.
- ❖ **New Media Operation:** Planned and executed operations on major new media platforms including the company's official website, WeChat official account, and video platforms (e.g., TikTok, Bilibili). Collaborated with design departments and suppliers to optimize content, demonstrating proficiency in writing high-quality press releases and in-depth reports. Applied SEO and social media analysis skills for continuous content optimization.
- ❖ **Media Relations Management:** Facilitated the company's coverage by top-tier media outlets such as Xinhua News Agency, CCTV, 36Kr, and financial magazines. Expanded and maintained close relationships with over 200 media journalists, ensuring the quarterly release of 10 press releases, responding to 50 interview requests, and coordinating 5 media interviews.
- ❖ **Business Collaboration:** Liaised with major media, investment institutions, and industry associations to explore potential business collaboration resources. Successfully secured partnerships with media companies in the new energy industry, resulting in substantial exposure and collaboration with EqualOcean Global Emerging Companies Forum.
- ❖ **Industry Monitoring:** Monitored the latest industry information and competitor activities, providing market analysis reports, competitor strategy analyses, and exploring innovation opportunities. Anticipated potential risks in collaborations, such as the partnership with controversial celebrity Li Yapeng, and proactively managed and avoided potential public relations crises.
- ❖ **Brand Culture Building:** Led the team in establishing and promoting brand culture. Pioneered the creation of the company's employer brand on its WeChat official account, implementing content planning and publication. Implemented the company's core values, mission, vision, and brand slogans, enhancing overall brand attractiveness.

36Kr

TMT Reporting Department

Senior Journalist

12/2020-1/2023

- ❖ Conducted in-depth research on business innovations in the Internet video social and consumer hardware sectors. Produced nearly a hundred diverse reports, earning multiple 36Kr Editor's Awards. Led the planning and execution of numerous in-depth reports, serving as the primary writer/editor for articles covering topics such as the rise of e-commerce on TikTok, challenges faced by Internet companies during IPOs, BYD's unconventional campus

recruitment, and the ecosystem of WeChat Video Accounts. Coordinated and led a team to deliver high-quality content, achieving seamless collaboration.

- ❖ Explored industry news, covering significant developments in major companies, personnel changes, and first-market financing transactions. Published exclusive reports on business and organizational changes of large companies, leading to trending topics on Weibo and sparking widespread social discussions. Demonstrated the ability to quickly establish research frameworks for new industries or concepts and displayed sensitivity to information and data.
- ❖ Conducted interviews with founders, executives, investors, and industry experts in short videos, community social, and the consumer hardware sector. Interviewed notable figures such as Danny Lange (Senior Vice President of Unity), Lian Meng (Partner of IDG Capital), Xiao Gu (Senior Vice President of Kwai), and numerous industry experts and entrepreneurs.
- ❖ Collaborated with colleagues in the sales and marketing departments to serve industry brand clients. Coordinated and planned forum event content, agenda settings, and invited industry guests, facilitating the hosting of forum events. Assisted Horwin, a first-market startup, in gaining exposure through high-quality media content and successfully securing over a billion yuan in financing.

Selected Publication (click on the hyper links to the articles):

- ❖ [Douyin E-commerce, the Hope of the Entire Village | Shenke \(抖音电商, 全村的希望 | 深氪\)](#) (36Kr WeChat Public Account views: 60k+)
- ❖ [Internet People, Trapped in the Days Waiting for IPO | Shenke \(互联网人, 困在等待上市的日子里 | 深氪\)](#) (36Kr WeChat Public Account views: 100k+)
- ❖ [200,000 College Students Flock to BYD, But There's No Room for the Dream of Wealth | Rearview Mirror \(20 万大学生涌向比亚迪, 但这里装不下致富梦 | 后视镜\)](#) (36Kr WeChat Public Account views: 100k+)
- ❖ [Earn 5 Million in 2 Months: Catching the Last Dividend on Video Accounts | Rearview Mirror \(2 个月挣 500 万, 在视频号抓住最后的红利 | 后视镜\)](#) (36Kr WeChat Public Account views: 100k+)
- ❖ [Lurking Unicorn | Taking Two-Wheeled Electric Vehicles to the Top Three in Europe, Lead the Charge in Electric Intelligent Mobility 潜伏独角兽 | 将两轮电动车卖到欧洲前三, 这家公司站上两轮电动智能化潮头](#) (36Kr Editor-in-Chief Award)
- ❖ [36Kr Exclusive | ByteDance 2021 Advertising Revenue: Double-Digit Growth in the First Half of the Year, Stagnation in Q3 \(36 氪独家 | 字节跳动 2021 广告收入: 上半年双位数增长, 第三季度陷入停滞\)](#) (36Kr Editor-in-Chief Award)
- ❖ [36Kr Exclusive | Tencent's Further Layoffs: Impacting WeChat Video Accounts, Gaming, Strategic Investments, and Cutting into Management \(36 氪独家 | 腾讯再裁员: 波及微信视频号、游戏、战略投资, 对管理层动刀\)](#) (36Kr Editor-in-Chief Award)

Caijing Magazine **TMT Reporting Department - LatePost** **Journalist** 1/2019-11/2020

- ❖ Responsible for exclusive and in-depth business reporting, focusing on areas such as Internet globalization and artificial intelligence. Monitored and closely tracked important developments in the specified areas, particularly focusing on leading companies within the industry.
- ❖ Published the industry's first exclusive report on the plans of Jia Jiaya, a lifelong professor in the Department of Computer Science and Engineering at the Chinese University of Hong Kong, to launch a startup. The report quickly attracted significant attention, leading to immediate investment from well-known venture capital firm ZhenFund into Jia's startup, SmartMore.
- ❖ Conducted exclusive interviews with key figures in the Internet and technology industry, including Fu Sheng (CEO of Cheetah Mobile), the executive team at YY Voice, Sun Jian (Chief Scientist of Megvii Technology), Xu Bing (Co-founder of SenseTime), and Jia Jiaya (lifelong professor at the Chinese University of Hong Kong and founder of SmartMore). Produced numerous influential and in-depth articles resulting from exclusive interviews, gaining widespread recognition and sharing within the Internet and technology industry.

Selected Publication (click on the hyper links to the articles):

- ❖ [Fu Sheng: Reflection at the Cliff's Edge \(傅盛: 悬崖边的反思\)](#) | LatePost WeChat Public Account views: 100k+
- ❖ [BIGO: The Champion of Survival in Globalization's Interstices \(BIGO: 全球化夹缝中的生存冠军\)](#) | LatePost WeChat Public Account views: 30k
- ❖ [Scientists Start to Master Earning Money \(科学家们开始学会赚钱\)](#) | LatePost WeChat Public Account views: 30k

- ❖ [Siege in India: Some Hasten Their Escape, Others Earn Frenziedly \(印度围城: 有人在加速逃离, 有人在疯狂赚钱\)](#) | LatePost WeChat Public Account views: 20k
- ❖ [Six Months into Entrepreneurship and First Financing: What Happened to Jia Jiaya After Leaving Tencent? \(创业半年、拿到第一笔融资, 贾佳亚离开腾讯之后经历了什么?\)](#) | LatePost WeChat Public Account views: 20k
- ❖ [LatePost Exclusive | SenseTime Valued at \\$10 Billion, Undergoing Fundraising and Seeking New Growth Avenues \(晚点独家 | 商汤科技估值 100 亿美元融资进行中, 寻找新的增长点\)](#) | LatePost WeChat Public Account views: 20k
- ❖ [LatePost Exclusive | Turing Award Winner Professor Yao Qizhi Launches VC Fund: "Scientists Can Be Entrepreneurs Too" \(晚点独家 | 图灵奖得主姚期智教授创立 VC 基金, “科学家也可以做企业家”\)](#) | LatePost WeChat Public Account views: 20k
- ❖ [LatePost Exclusive | Jia Jiaya, Former Head of Tencent Youtu Lab, Establishes AI Company with Pre-A Round Funding Secured \(晚点独家 | 原腾讯优图实验室负责人贾佳亚创立 AI 公司, 目前已获 Pre-A 轮融资\)](#) | LatePost WeChat Public Account views: 20k

China Venture	Technology Reporting Team	Content Intern	03/2019-12/2019
❖	Tracked developments in cutting-edge technology fields such as artificial intelligence, autonomous driving, and smart hardware. Conducted interviews with industry entrepreneurs, investors, and experts. Independently completed industry news reports, demonstrating a comprehensive understanding of the technology landscape.		
36Kr		New Media Operations Intern	09/2018-10/2018
❖	Participated in the operation of the 36Kr WeChat official account. Responsible for daily content selection and promotion. Collaborated with the design and video departments to plan and execute high-engagement new media content.		
China Daily	New Media Center	Content Operations Intern	07/2018-08/2018
❖	Compiled bilingual (Chinese-English) news articles. Translated political and economic news from major foreign media outlets. Translated Chinese political and economic terminology. Broke down foreign media reports into engaging news pieces for Chinese readers to learn from.		

CAMPUS PROJECT EXPERIENCES

Student Innovation and Entrepreneurship Project - Acceptance of Airbnb among College Students in Beijing		09/2017-06/2018
<i>Project Team Leader</i>		
❖	Conducted a questionnaire-based survey among students from eight universities in the Haidian district of Beijing, investigating the acceptance of the then-popular Internet-based shared housing business model among college students. As one of the four members of the project, actively participated in the entire process, including questionnaire design, distribution, data analysis, and paper writing. The project resulted in the publication of the paper titled “Feasibility of Shared Housing in College Students’ Travels”, Modern Business, 2018, (19).	
Student Innovation and Entrepreneurship Project - Assessment of Critical Thinking Skills among College Students		09/2018-06-2019
<i>Project Initiator</i>		
❖	Conducted a questionnaire-based survey among students from eight universities in the Haidian district of Beijing, researching the questioning and critical thinking abilities of college students when reading online news and engaging with social media. As the project leader, led a team of three other members to complete the entire process, including questionnaire design, distribution, data analysis, and paper writing. The project resulted in the publication of the paper titled “Investigation of College Students' Use of Critical Thinking in Reading Online Information - A Case Study in Beijing”, Today's Mass Media, 2019, 27(04).	

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, DaVinci Resolve, Midjourney, Stable Diffusion, ChatGPT, SPSS, Proficiency in common office software (e.g., Microsoft Office Suite, Google Workspace)