

## Li Yuxiang

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### Personal Statement

I graduated from Nanjing University of Aeronautics and Astronautics' (NUAA) class of 2017 and is currently employed as a project manager at the Nanjing Tembusu Advanced Materials Institute. Born into a well-educated family where both my parents are employed as directors in their respective organizations, I was exposed to the business world from a young age. My aim is to eventually join a startup which is expanding their business from Singapore to China.

While studying at NUAA, I had schoolmates who were technically competent and creative, but lacked the ability to clearly communicate their ideas across. However, I was able to better illustrate the technology aspect of the project using different media tools such as PowerPoint and video. This enabled our team, led by me, to win many awards. It was then that I realized my strong interest in finding ways to commercialize good ideas by identifying the best pricing strategy, target customers and business model.

Upon graduation, I worked in two companies. In my first job, I worked as a sales engineer at Yijiahe Technology Co., Ltd – a public listed technology company that is listed in A-share main board of Shanghai stock exchange. My role was to oversee an inspection robot for power transmission lines. This role demanded that I understand the function within the robot - such as navigation and location systems, obstacle avoidance system – as well as the details of technology application - such as effective distance of laser sensor. This role also helped improve my communication, organization and coordination skills. A highlight of my career at Yijiahe was winning the best sales team award of our company in 2017.

My second stint at Yijiahe was as a brand marketing manager, where I was responsible for increasing brand exposure through different media channels. This included both online and offline media, such as official accounts on mobile internet, official websites and conventional offline field media such as large scale exhibitions. During this time, not only did I learn how to enhance brand presence using different tools and an allocated budget, but I also managed and assigned the work schedule. At Yijiahe, I also got an opportunity to work as an administration executive for 3 months, where I accumulated experiences on various operational aspects of running a 500-employee company.

To find more challenging work, I resigned from Yijiahe and started my career as a project manager at Tembusu Institute. Here, I benefited a lot from my professional experiences and gained skills on how to operate a start-up company, how to apply for the government grants and understand public policies while building close work relationships with local government officials. I consider myself fortunate to be working at Tembusu where I got the opportunity to network with many entrepreneurs from Singapore as well.

With my engineering and automation background, I am very keen on the projects involving technological innovations and hope can apply it to the Chinese market. When I heard about the Masters in Venture Creation programme, I was excited to grab this opportunity to polish my business skills, in order to build and run my own company in future.

I am a hardworking and willing learner and I am confident that the skills I have accumulated in my previous roles and my undergraduate days will help me to contribute positively to the internship company I am placed in. With my experience as a brand marketer, sales engineer and project manager, I am confident I will add value to a **Business Development and Marketing team**. I hope to learn and equip myself with enough skills to eventually start my own business to make an impact to the society.

## Education

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Aug 2011 - 2017

**Nanjing University Of Aeronautical and astronautics**  
Master in Automation

Nanjing,  
China

Research Experience:

1. 2013: Assisted Professor Chen RenWeng of NUAA to complete the research on energy vibration collector & energy conversion system research
2. From 2013 to 2014: Participated in "Unmanned Aerial Vehicle Landing Visual Navigation Device" programme under the guidance of Professor Wang DaoBo of NUAA, and was responsible for the research of image recognition algorithm under binocular camera
3. 2015: Completed the graduation thesis "DC Speed Regulation System Based STM32" under the guidance of Associate Professor Liu JianWei of NUAA

## Work Experience

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Jan 2020 - Present

**Nanjing Tembusu Advanced Materials Institute Pte Ltd**  
*Project Manager*

Nanjing,  
China

- Engage and provide the incubation services to international start-up teams
- Provide technical review to VC and Government funds
- Support operations as a team member at a diagnosis technology start-up
- Provide marketing strategy and IP strategy to start-up teams.

Mar 2019 - Dec 2019

**Yijiahe Technology Co Ltd**  
*Branding Executive*

Nanjing,  
China

- Engaged in corporate brand promotion, events and exhibition planning & execution
- Responsible for maintaining company's website, daily operation and maintenance of public accounts, public relations & product launch

Jan 2018 – March 2019

**Yijiahe Technology Co Ltd**  
*Administration Executive*

Nanjing,  
China

- Organized and managed high-level meetings in the President's office

Jan 2017 – March 2018

**Yijiahe Technology Co Ltd**  
*Sales engineer*

Nanjing,  
China

- Responsible for customer maintenance and market development

## AWARDS/PRIZES

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Dec 2012	<b>Electronic Circuit Design Competition</b> <ul style="list-style-type: none"><li>• First prize</li></ul>	Nanjing, China
Dec 2010	<b>Nanjing 2014 Youth Olympic Games Digital Film Competition</b> <ul style="list-style-type: none"><li>• Best Creativity Award</li></ul>	Nanjing, China
Aug 2010 – Apr 2010	<b>National undergraduate network business innovation application competition</b> <ul style="list-style-type: none"><li>• Third prize of network business innovation and application</li></ul>	Beijing, China

## MEMBERSHIP

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Aug 2018 – Present	<b>Nanjing University of Aeronautics and Astronautics Alumni</b> Officer	Nanjing, China
Dec 2012 – JUL 2014	<b>Film Studio in Nanjing University of Aeronautics and Astronautics</b> Director	Nanjing, China

## Skill Sets & Proficiency

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<b>Office Productivity</b>	Microsoft Word, PowerPoint Microsoft Excel	Proficient Intermediate
<b>Multimedia</b>	Adobe Aftereffect Adobe Photoshop Adobe Premiere Pro	Proficient Proficient Proficient
<b>Programming</b>	Java C Python	Basic Basic Basic

## Language Proficiency

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<b>Spoken</b>	English – fluent; Mandarin – fluent
<b>Written</b>	English – competent; Chinese – average

## Additional Information

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Interests	Photography, Watching Movie, Making Video
Professional certification	Class 3 Driving