

Candidate Name: YAO Yuchen (Michelle)
Residence: Shanghai
Current Employer: Pierre & Vacances Centre Parcs
Current Position: Business Analyst

PERSONAL SUMMARY

Work background: 6 years of work experience in market analysis and commercial promotion, online and offline user operation/growth, output solutions and competitive intelligence analysis, Investment risk analysis; brand standard setting, big data mining and market analysis research, industry analysis methods.

- Professional ability: Possess an account in Bloomberg database, CNKI, google academic, Baidu Wenku, etc., strict logical thinking, and financial related knowledge, adjust strategies based on the internal financial status of the company and the external market, good at data collection, industry analysis, Public opinion analysis, business analysis, demand analysis, and business analysis from data penetration to business essence.
- Comprehensive literacy: English, French fluent, good at English and French business letters and emails, Salesforce management and CRM dashboard

PROFESSIONAL EXPERIENCE

MAY 2018 – DEC 2022 **Pierre & Vacances Centre Parcs**

Business Analyst

- Marketing strategy: design online marketing strategy, SEO results, PME comparison, KOL launch selection, market strategy result output analysis, adjust through market strategy Increase the ROI of market launch by 20%, save advertising cost by 10%, and accurately capture customers. Online data collection and cleaning, optimization of sales process, making dashboard
- Cost management: Responsible for the company's cost accounting, collecting by department and project, allocating various expenses, compiling a detailed list of project expenses, regularly conducting longitudinal analysis, and regularly updating P/L, effectively saving more than 1 million costs.

- Project experience: participated in the <PVCP.Taiwoo Nanshanli> Winter Olympic Stadium Apartment Hotel, the first ski resort PVCP project in China. And SKI resort project France <PVCP. Meribel.Alps>

Complied Industry Research <Ski Real Estate and Ice and Snow Industry Research Report>

1. Industry chains and marketing models of the project
2. Competitor, management model, trend of the government policy
3. Finance model , cost structure , ROI

The report was highly praised by the CEO and quoted to Marketing and the Sales team for training

SET 2017 - APR 2018

Consulate General of France in Shenyang

Deputy Consular Assistant

- Financial management: and prepare monthly/quarterly/annual income, cost, profit margin forecasts and other reports.
- Audit management: audit the expenses of each project according to the company's system, audit the original vouchers, audit the accounting voucher
- Data management: translate and review administrative materials, and do certification according to relevant French laws. Docking visa office data verification certificate.

JUL. 2015- APR. 2017

Azzy (SARL Trading company in France)

- Operation management: formulate operational strategies, use sales forecasts and strategic plans, ensure product or service sales and profits, select suppliers and products
- Procurement management: Formulate procurement plans, do a good job in budget, expenditure, procurement cost control and optimization selection
- Supply chain management: Manage 3 supply chains, independently develop 1 new supplier, evaluate product markets, provide upstream supplier resources, and provide decision support for management.
- Project experience : China-Europe Investment Project Exhibition (France)

EDUCATION

JUN 2015 - Jun 2012 University of Le Havre

Bachelor, Administration Economy Social

Oct 2011 - Jun 2007 Normal University of Shenyang

Bachelor, Graduate Certificate of French and literature

Reasons for leaving

PVCP's main business has been transferred from overseas to China, the domestic real estate industry is sluggish, the company's TO is not good, and the company has been resold, and the PVCP headquarters has changed its equity and brand, so I want to change industries and new positions