Hanyu Wang (Hovik)
hwang.mam2022@london.edu   (44)07536970456   linkedin.com/in/hanyuwangmam2022/

EDUCATION
2021 - 2022   **London Business School, London, UK**
Reading for Masters in Analytics and Management (GMAT: 710)
Modules include Data Analysis, Data Science, Big Data Machine Learning, R, Python, Business Analysis

2017 - 2021   **The University of Nottingham, Nottingham, UK**
BSc (Hons) Finance Accounting and Management
GPA: 4.0/4.0 (Ranking top 5% in Nottingham University Business School),1ST Class degree
The 2ND Prize of the Internship Golden Award (2019) and the Dean's Scholarship (2020)

BUSINESS EXPERIENCE
2020 - 2021   **ALLLINK INFORMATION TECHNOLOGY, LTD., Ningbo, China**
Chief Operating Officer
- Started business and created 5 common information APPs for university campuses and applied in China (including Hong Kong), Australia, Japan, the UK and the US, covering 100k university students.
- Initiated and designed overall growth strategy of APPs in all markets, led company with 70+ staffs achieving MAU increase by 3X and penetration rate increase to 70% in Chinese campus.
- Managed and designed innovative profit model (Advertising + B2B), improved business ROI to 7.0.

2021 - 2021   **DIDI, LTD, Beijing, China**
Top 3 Tech Unicorn Company in China, Global Mobility Services Giant，Market Value of $70 billion
Strategic Product Manager Intern
- Formulated and implemented incentive selection strategies for drivers, executed 8+ A/B tests and finally launched in 15 countries such as Brazil and Mexico, enabling A.I. to intelligently recommend rewards.
- Devised and launched driver check-in reward in whole Latin America, optimized strategy and user experience through organising experiments organization and analyzing data, increasing ROI by 3 times.
- Configured 300+ incentive activities and iterated strategy combination through data feedback. Under fiercely competitive state with Uber, boosted drivers' supply hours by 3X, competence rate by 2X.

2020 - 2020   **NETEASE, INC., Hangzhou, China**
Top 5 Tech Company in China, Global E-Game Industry Giant, Market Value of $76 billion
Blockchain Product Manager Intern
- Enhanced infrastructure construction of NetEase Blockchain-as-a-Service Ecosystem (NBaaS), implementing encryption algorithm and Asynchronous Consensus Zones of NBaaS Version 0.3 & 0.4.
- Piloted innovation and upgrading of NBaaS Version 0.5 by completing transformation from Privatisation Deployment Mode to Public Cloud Deployment Mode and reduce 70% of operational cost.
- Conducted feasibility study of NBaaS application in context of logistic industry; drafted 3 industry reports, and followed up on core service chain design and implementation, improving 50% of customer efficiency.

2019 - 2019   **TENCENT LTD., Shenzhen, China**
Top 1 Tech Company in China, Global FORTUNE 500 Company, Market Value of HK $5.5 trillion
Product Operations Intern
- Iterated instant-video APP (Tencent WeSee), proposed and executed an innovative market strategy and business plan; applied data tools such as MATLAB to monitor user retention and compete with TikTok.
- Utilised Axure in design of user interfaces such as cash withdrawal and on-line payment, used A/B Tests to assist in development of new product, increasing 30% of profitability within one month.
- Built the WeSee community and achieved 8 million of margin within 2 months; simultaneously attracted 2 million+ of new users, overhauled user retention from 30% to 85% and reached 2.5 million of DAU.

ADDITIONAL INFORMATION
- Served as Research Specialist of UNNC-NFTZ Blockchain Laboratory to participate in-depth study of Blockchain data structure and consensus algorithm (PoW/PoS/PBFT/Paxos, etc.).
- Served as Secretary-General of Nottingham University Students' Union to manage external platform.
- Volunteered in Indonesia in Jul. 2018, awarded by title of Outstanding Volunteer.
- Volunteered in UN High Commissioner for Refugees (UNHCR) in Aug. 2018.
- Technical: MATLAB, SQL, R, Python, Axure, Sketch, Adobe Suite (PS, PR and AI).
- Language: Chinese, English