

Ruyu Yun

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EDUCATION

University of Leeds

Master of Science in Management | Merit

Leeds, UK

Sep 2019-Nov 2020

Coursework: Dissertation (74%), Management in Practice (64%), Effective Groups & Teams (63%)

Dissertation: The Impact of Nature of Products on People's Online Shopping Behavior in Aspect of Mental Accounting

Supervisor: Dr Nicola Bown

Taiyuan Institute of Technology

Bachelor of Law | GPA: 82% (Top 10%)

Taiyuan, CHINA

Sep 2014-Jul 2018

Coursework: Situation and Policy (97%), Moot Court (Speech&Debate) (96%), Comparative Law (90%)

Dissertation: On the relationship between the articles of association of the company and the law of the company

RESEARCH EXPERIENCE

List by project:

2020: *The Impact of Nature of Products on People's Online Shopping Behavior in Aspect of Mental Accounting*

- Research report for this project was awarded distinction.
- Developed in-depth knowledge of literature searching and critical thinking.
- Design experiment and questionnaire created virtual website page for gathered data.
- Performed data clean and statistical analysis on data sets using Excel and SPSS.
- Discovered “trigger point” to developmental accounting theory by analytical mind.

2018: *On the relationship between the articles of association of the company and the law of the company*

- Summarized pros and cons of both common law and civil law for the articles of association and the company law.
- Assessed the proposed rulemaking direction of China company law.
- Developed positive method, Document investigation and comparative analysis.
- Presented work at local academic conference.

WORK EXPERIENCE

Finance relevant work experience:

AXA (Hong Kong) Wealth Management Co., Ltd.

Hong Kong, CHINA

IBED, Researcher & Assistant

Aug 2016-Feb 2018

- Co-ordinated with wide range of duties, including executing three-hour English lecture, managing project schedule, presenting conclusion reports to project manager, crafted and edited promotion copy-writing and achieved exposure over 6,000 within one week;
- Envisioned and implemented complete marketing plan along with initiated for promotion conference of wealth management products;
- Developed communication and resolved questions within 24 hours along with designed project curriculum process and system, such as English debate contest.

People's Bank of China

Yuncheng, CHINA

Finance Department, Intern

June 2015-Sep 2015

- Responsible for interacting with president of bank and finance department to currency and credit, confirming area's financial stability and statistics of finances and targeting poverty alleviation for policy.

Other work experience:

“Qianliguangda” rap-musician group

Chongqing, CHINA

Brand Management, Manager

June 2019- June 2020

- Delivered support in building brand, identifying strategic approach market demand, and producing business project plan by leading rap musician team, gathered information regarding 12 members, such as commercial publicity photos and achievements, producing business plan by utilizing PowerPoint design tool and combining location advance with rappers' information;
- Recognised for developing business presentation to acquire investment from Chinese music company £33K+ aimed at shooting music video and creating contract;
- Contributed to success of company progression and enhanced organisational productivity by aiding Qianliguangda in putting out CD and starting concert tour from China to Southeast Asia.

- Developed China market by collecting data of consumer behavior, client portrait, and industry trends, using 7p to do marketing research, controlled operation process of Tianmao store (biggest e-commerce platform). Collaborated with 30+ agents and distributors, using social media and sponsored celebrity concerts to get 10,000+ exposure, reached customers over 20 regions from China and America;
- Composted stock right contract, negotiated with stakeholders, identified and solved legal issues, accounting, and looking for potential designer;
- Conducted current market trends by collecting data about competitors by using python, compared profits, assets, and costs to analyze cash flow liquidity, profitability and solvency in past five years, created own fashion brand while concentrating on design and texture.

RELEVANT SKILLS AND INTERESTS

Presenting:

- Presented research by using a variety of techniques, including talks, posters, and workshops
- Achieved distinction on group presentation for entrepreneurship and enterprise creation (74%)

Independent worker: Ability to work without close supervision, taking ownership of projects and organized tasks, confidently making decisions, and executing plans.

Teamwork: Participated in SimVenture Simulation as a range of duty (CEO, finance, operation etc.) to run a bicycle company for three years, achieved Top 3 with high comments from team members.

Technology skills:

- Excel (Expert), PowerPoint (Expert), Word (Expert)
- SPSS (Expert)
- Photoshop (Intermediate)
- Python (Intermediate)

Languages: Mandarin (Native), English (Fluent), Korea (Basic)

Interests: Surfing with friends, clothes design