

Ruolan Yang

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EDUCATION

University of Nottingham, Ningbo, China

B.A. in English Language and Applied Linguistics

09/2012 – 07/2016

Ningbo, China

PROFESSIONAL EXPERIENCE

Founder, Shanghai Qianwang Network Technology Co., Ltd.

- Created the brand MarsBox; Established the project and attracted 3 million RMB in investments;
- Managed the content section, accumulated over 90,000 followers, with a newsletter opening rate of 20%;
- Planned and executed 50 online sex education activities and 15 offline workshops;
- Designed the Marsbox UX&UI, an e-commerce applet, and getting a total of 100,000 registered users;
- Oversaw the entire product announcement and release process, designed the product advertising posters and product details, and getting an average conversion rate of 15%;
- Cooperated and communicated with partners, developing nearly 20 online and offline relations, and maintaining a good long-term stable cooperative network.

07/2016 – now

Shanghai, China

Intern, Shanghai Lifang International Digital Technology Co., Ltd.

- Was tasked during the cultural tourism project planning with transforming the old scenery and selecting new digital media art to integrate with the old city or a scenic area, all to create a night tour project;
- Wrote the script, giving a theme to the scenery and integrating it with the local culture, creating an immersive experience for tourists;
- Formulated the user survey;
- Served various clients, including the Kunshan Municipal Government of Jiangsu, Anqing Municipal People's Government of Anhui, Nanping Municipal People's Government of Fujian, etc.

07/2020 – 10/2020

Shanghai, China

Intern, Uber Ningbo

- Organized and executed 16 marketing activities for UBER;
- Operated the official account, accumulation of 1 million followers from scratch.

10/2015 – 02/2016

Ningbo, China

Intern, Weber Shandwick, Shanghai

- Participated in the Chevrolet-Manchester United PR planning, planning, writing, and doing the media follow-up
- Was tasked with the public relations announcement, poster design and media follow-up for Buick's reality show "Real Man"
- Implemented Buick's Little Man activities and public relations announcements
- Created the public relations announcement, public relations draft and media update for the Huading Awards

06/2015 – 09/2015

Shanghai, China

EXTRACURRICULAR ACTIVITIES

Volunteer, Diversity, UNNC

- World Bullying Day, Sexuality and Sexuality Science Classes, Gay Pride Festival

09/2014 – 07/2016

Ningbo, China

Co-founder/Minister of Public Relations, Youth Entrepreneurs Alliance, UNNC

- Founded three sessions of the Yangtze River Delta University Student Entrepreneurship Forum with nearly 20+ universities participating, mainly responsible for project planning, publicity, and execution

09/2013 – 03/2015

Ningbo, China

Volunteer, Young Volunteers Association, UNNC

- Teaching English to children of migrant workers and raising a love lunch fund for them

11/2012 – 06/2013

Ningbo, China

SKILLS

Programming Python, HTML, C

Languages Chinese, English

Tools Adobe Photoshop, Adobe Illustrator, Processing, SketchUp