

# YANG ZHOU

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## EDUCATION

### University of Toronto

Major: Industrial Relations and Human Resources

Minors: Statistics; Economics

**Toronto, CAN**

Sep. 2019 - Jun. 2024

## INTERNSHIP & WORK EXPERIENCE

### Consumer Auto Finance Center Ping An Bank Co., Ltd.

*Internet Platform Team Intern*

**ShenZhen, CHN**

Jun. 2023 - Aug. 2023

- Conducted surveys to discover 11 problems with the App Pocket AI Car Inspection, optimizing service quality, reducing human intervention and improving user experience such as add sound prompts, interaction convenience and shooting suggestions.
- Identified reasons to the customer leakage by funnel data analysis and proposed solutions to solve issues of excessive pop-up notifications and numerous breakpoints, increasing penetration rates and number of successful transactions.
- Led the intern's team to complete 1 competitor analysis report and create 3 user experience maps of *Car Owner Loan*, recovered 300+ previously lost customers, retrieved 48 million RMB in loan disbursements and lifted user withdrawals speed by 60%.

### Oaktrip Tourist Co., Ltd

*Chief Operating Officer of the Founder Team*

**Toronto, ON, CA**

Jul. 2022 - Dec. 2022

- Operated the account of a social media platform Little Red Book focusing on the travel guidance and tips part by conducting market analysis of the user profiles and competitor analysis in North American travel industry to formulate market strategy goals and new media matrix for the company's travel projects from scratch.
- Built a community of 1000+ niche users, managed with targeted engagement and content-oriented traffic attraction strategies, driving user acquisition by 200+ users monthly.
- Ensured continuous content iteration by grasping the new trends of travel market, created daily in-depth content for sharing with a viral rate of 70%, and developed a significant partnership with a million-follower KOL on Little Red Book.
- Monitored data in all parts including monthly follower's growth rate, likes and reads rate, daily inquiries and etc to adjust operational decisions and content improvements.
- Achieved 800,000 RMB in 6 months by completing user conversion, attracted 1000+ followers in 3 months, facilitated 300+ paying users through content-driving marketing plans and gained an angel investment of 150,000 RMB.

### Boston Consulting Group

*Strategic Consulting Intern*

**ShangHai, CHN**

May 2022 - Aug. 2022

- Analyzed the auto industry trends and national economy and policies to assist in studying the latest developments in auto e-commerce and generating industry analysis reports.
- Attended a business expansion project for a top-tier auto company by collecting and analyzing data with PEST Model from over 1000 sources to create a report on the auto e-commerce industry, identifying key insights on factors like market size, growth, user behavior and etc which impact the development environment for the industry.
- Developed product architecture diagram and function breakdowns, detailed 9 major modules and organized view description of 100+ functions in user and digital platforms.

### Accenture

*HRBP Intern*

**ShenZhen, CHN**

Apr. 2021 - Jul. 2021

- Managed 50 interviews daily that exceed 90% of all interns, led a team to handle over 70% of international interview scheduling.
- Helped in optimization of the HR system to address alert issues, reducing complaints by 25% and increasing efficiency by 10%.

## EXTRACURRICULAR EXPERIENCE

### Chinese Undergraduate Association of University of Toronto

*Sponsor Director*

**Toronto, CAN**

Sep. 2020 - Present

- Cooperated with Canada Goose's global marketing headquarters to develop and execute an advertising campaign that aligned with brand culture and positioning to secure a sponsorship of over 20,000 CAD within 15 minutes, making the Association the first student club in Canada to collaborate with Canada Goose.
- Leveraged new media platforms to promote and publicize events, attracting fans to participate in the Private Sale Night event, contributing to the achievement of 250,000 CAD in revenue within 3 hours.
- Used XIUMI Digital to plan and produce two business articles about Canada Goose with over 5,000 reads each.

## SKILL & INTEREST

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- **Skills:** R, Axure, Xmind, XiuMi, MoDao
- **Interests:** Music, Movie, Swimming
- **Languages:** English (fluent), Chinese-Mandarin (native), Cantonese(fluent)