



# Yoav Vollansky

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## *The brief*

I have lived and worked in **China** in the past 8 years in **digital media**, doing mostly **project management** and **strategic content production**. I have established **my own company** that provides solutions to people who need to do **business in China**.

I have worked for a government company in China using **Mandarin** to communicate with my colleagues, and have attended Renmin University in Beijing as a visiting scholar on a **Chinese Government Scholarship**.

I have a high level of computer literacy for a non full-time **coder**, with knowledge in **Python** and some **web development** experience including in **HTML, CSS, JS**, Flask and understanding of UX/UI. I am also interested in **data science**. I continuously keep learning these technologies on an ongoing basis.

As an Student for **Economics** and **East Asia Studies** in Tel Aviv University I have worked part time in an **information security** company doing **market research**, and was in charge of the company's **competitive analysis**.

I am a life long musician with experience in **audio production** and **sound design**. I have experience in **video production** design, execution and editing, as well as some experience in functional graphic design.

I am curiosity driven and goal-aware, inspired by learning and motivated by challenges.

# MY WORK EXPERIENCE

## SinoSpeak Group

SinoSpeak is a professional community of China experts that provides tailored solutions and dedicated task teams for China related projects

## Founder and Head Manager

May 2015 - Present, China and Israel

- Managing founder of the largest sinologists and Chinese speakers community in Israel.
- Establishing and managing task teams and managing projects for companies and individuals seeking to expand their operations in China. Facilitated teams of multi-national professionals across different time-zones.
- Wrote research reports about different industries in English and Chinese based on open source intelligence. Collaborated with branding and marketing experts in order to help foreign SMBs fitting their identity to the Chinese market.

## China Radio International

China Radio International (中国国际广播电台) is a government media and broadcasting network operating under the Chinese Ministry of Communication

## Project Manager and Content Producer

Aug 2011 - Mar 2016, China

- Managed the operation of a daily updated China-related content website. Managed content and assignment of tasks to editors, translator and producers.
- Produced China related content with strategy and branding in mind. The content was mainly video, for Chinese state-run media websites and for overseas broadcast TV, designed to provoke curiosity and help foreign audiences to relate to Chinese culture.
- Produced a full scale China travel show, from inception to post-production.
- Managed and oversaw the design and development of the company's new branding and website. A key person in the communication between the Chinese government company and the external companies that participated in the project, involving technical knowledge in web development and UX as well as product branding.

- Created and developing new collaborations with partners to increase brand exposure. Expanding the brand's outlets to new audiences by connecting with relevant companies as well as conducting and analyzing campaigns in social media.
- Oversaw as well as carrying out translation of content from Chinese, covering various subjects in Chinese culture, economy, travel, current events and more. Very familiar with Chinese media, digital media and news industry.
- As a certified High-End Foreign Expert by the State Administration of Foreign Experts Affairs, I acquired first-hand experience in working for a Chinese state-owned media institution and in a Chinese speaking setting. Getting familiar with the Chinese corporate culture and conduct, and generally, have acquired valuable experience and insights in a diversified and cross-cultural working environment.

## **Aladdin Knowledge Systems**

Aladdin Knowledge Systems (SafeNet) is a global company that provides digital security solutions.

## **Market and Industry Analysis**

Jan 2008 - Feb 2009, Israel

- Fulfilled key function in the marketing team as understanding products and technology, and translating the company products' advantage to marketing leverage points. Understanding competitors products on a technological level and managing the organization's competitive analysis matrix.
- Managed a comprehensive day-by-day market analysis and constant study of the information security industry, focusing on competitors' business and technological analysis as well as following technological developments in the field.
- In charge of collecting, organizing, compiling and distributing market news and developments to rest of the organization and its partners.
- Involved in composing and designing data-sheets, brochures, presentations and videos as well as other marketing content.

## Coolvision

Coolvision specializes in development for and marketing of video content based websites

## Web Marketing Coordinator

Feb 2007 - Apr 2008, Israel

- Conducting efficiency analysis by monitoring web traffic with respect to content and performance and producing data reports using Python scripting.
- Copywriting online marketing content based on analysis findings.

## Poladyne Israel

Poladyne imports industrial oils and machine care produces to Israel

## Customer Success

Feb 2004 - May 2006, Israel

- Maintaining contact with customers with regards to orders, supply, payments and promotions.
- Supervising and monitoring inventory, allocation of merchandise to sales agents and tracking agents' activities and performance.

## Jewish Agency Youth Camps & Campus Abroad

The Jewish Agency arranges delegations of inspiring young adults to summer camps for volunteer work. Campus Abroad runs summer schools in the UK.

## Counselors Delegation Member

Summers of 2003-2006, U.S and UK

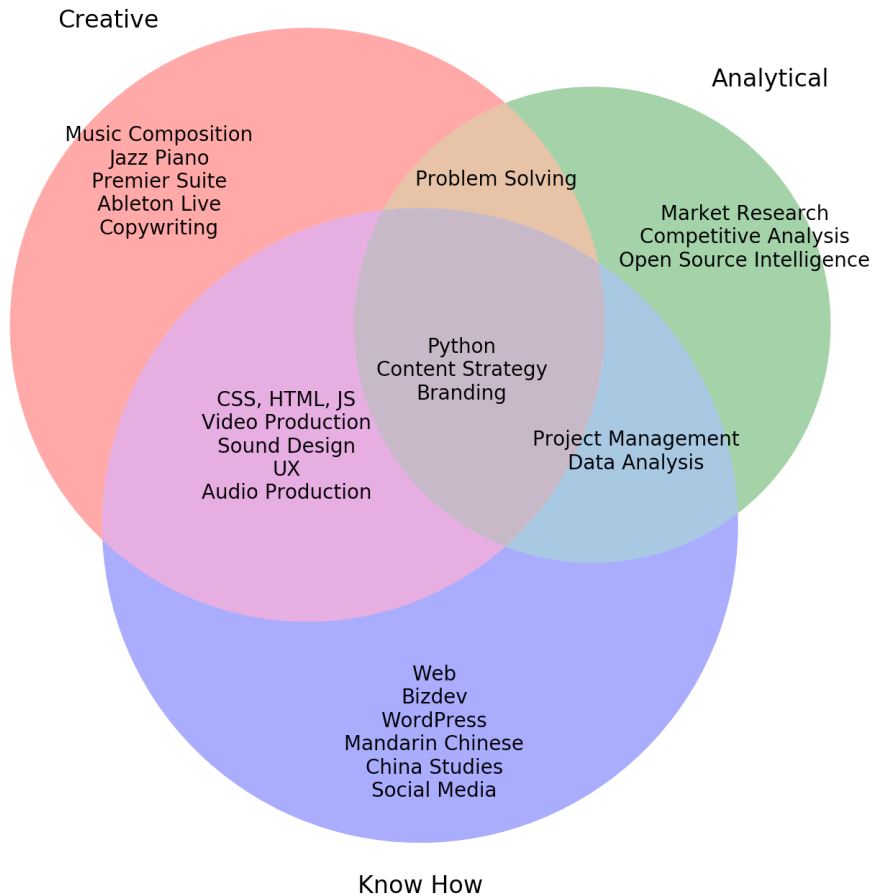
- Developed young leadership among teenagers, deepened their knowledge and familiarity with the process of social influence and good community.
- Part of the Jewish Agency annual delegation to North America. Counselor for Diaspora teenagers at an over-night camp. Created cultural and social connections between the Diaspora and Israel through programming and education.

- Extensive work with large human resources related Excel data sheets, planning manpower for the entire IDF and making long term predictions.
- Working with high rank military personnel, simplifying complicated numerical data into easy-to-apprehend reviews and summaries.

## MY EDUCATION

<b>Renmin University of China</b>	Visiting Scholar, <b>Modern China Studies</b> Awarded Chinese Government Scholarship	2014 - 2015
<b>Tel Aviv University</b>	BA, <b>Economics and East Asia Studies</b> Accepted based on 737 in psychometric score	2006 - 2010
<b>Renmin University of China</b>	<b>Chinese Language Studies</b> Awarded Confucius Institute Scholarship	July 2010
<b>Tel Aviv University</b>	BA, <b>Philosophy</b> Supplementary Major	Ongoing
<b>Online MOOCs</b>	Various courses by <b>Harvard, MIT, Duke</b> etc. via edX and Coursera. A comprehensive list on my <a href="#">LinkedIn</a> profile.	Ongoing
<b>Mekif Hei High School</b>	Majoring in <b>Computer Science</b> Minoring in Physics and English Translation	1997 - 1999

# SKILLSET AND THINGS I KNOW



\* diagram coded using Python

## LANGUAGES I SPEAK

**English:** Fluent, **Chinese:** Fluent, **Hebrew:** Native, **Spanish:** Conversational