



Yoav Vollansky

Tel: 86-15210466740 (China) | e-mail: yoav.vollansky@gmail.com | Tel: 44-7736834488 (UK)

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 founded **my own company** that provides solutions and support to individuals and companies who needed **business support 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 **programmer**, with knowledge in **Python** and experience in **web development** including in **PHP, HTML, CSS, JS, SQL, Flask** and understanding of UX/UI. I am currently studying implementations of development in **data science** research and **machine learning** in the context of **bioinformatics**.

During my time as a student for **Economics** and **East Asia Studies** at Tel Aviv University, I worked part-time in a **cyber security** company conducting **market research** and was in charge of the company's **technological 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 state-owned 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 relevant companies as well as conducting and analyzing campaigns in social media.
- Oversaw as well as carried 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

Technological Market Analysis

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

Jan 2008 - Feb 2009, Israel

- Fulfilled a key function in the marketing department in an analytical role. With in depth understanding of the products and the technology, I translated technological advantage into comprehensible marketing and sales knowledge. In addition, analyzing competitors' products on a technological level and created the organization's competitive analysis knowledge base.
- Great understanding of software development, hardware and encryption technology in order to facilitate the interface between the marketing department and the CTO.
- 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 and scientific developments in cyber security in general.
- In charge of collecting, organizing, compiling and distributing market news and developments to the 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

Online 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.
- 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

The Young Ambassador program of the Jewish Agency aims to bring together Israeli and American youth. Volunteers are chosen after a rigorous selection process based on leadership skill, community work and more.

Young Ambassador

Summers of 2003-2006, U.S

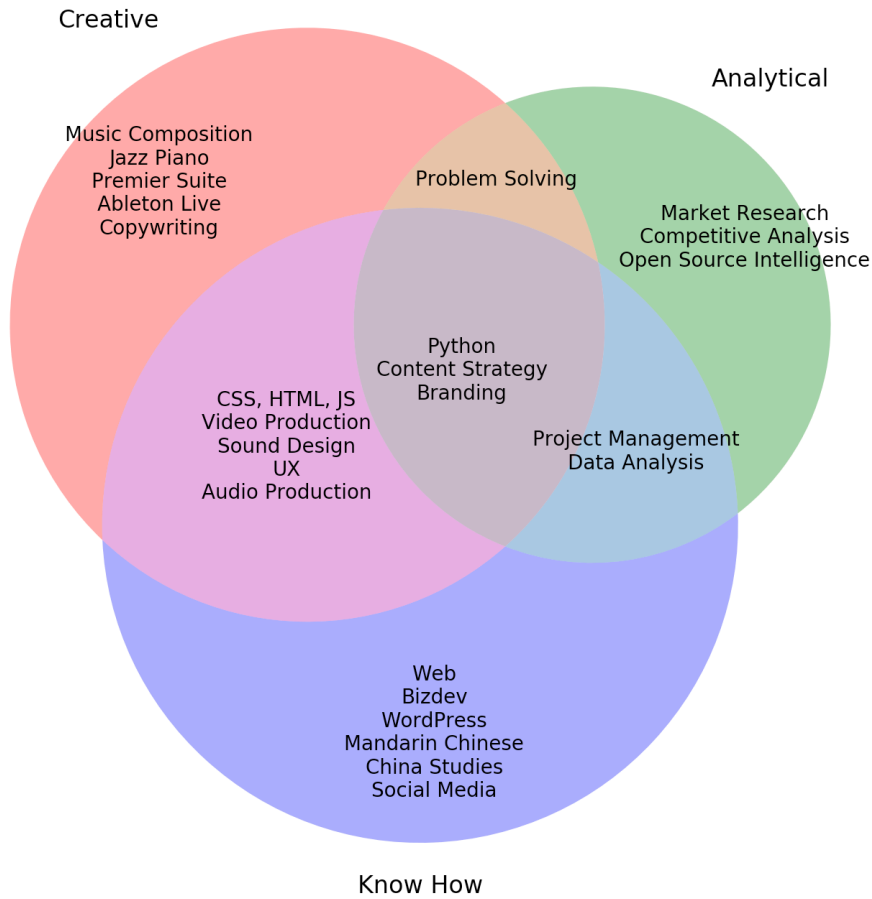
- Developed young leadership among teenagers while deepening their knowledge and familiarity with the process of social influence, good community and Jewish identity.
- As a counselor for Diaspora teenagers at an over-night camp, I created cultural and social connections between the Diaspora and Israel through programming, education and art.

- Extensive work with large human resources data, mainly with Excel and SQL. 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.

Formal and Informal Education

Renmin University of China	Visiting Scholar, Modern China Studies Awarded Chinese Government Scholarship	2014 - 2015
Tel Aviv University	BA, Economics and East Asia Studies Accepted based on 737 in psychometric score	2006 - 2010
Renmin University of China	Chinese Language Studies Awarded Confucius Institute Scholarship	July 2010
Tel Aviv University	BA, Philosophy Supplementary Major	Ongoing
Online MOOCs	Various courses by Harvard, MIT, Duke etc. via edX and Coursera. For a comprehensive list see my LinkedIn profile.	Ongoing
Mekif Hei High School	Majoring in Computer Science 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