

Yanshuo Yang

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EDUCATION

Organizational Studies Major & Entrepreneurship Minor - September 2012 – Present

University of Michigan - Ann Arbor, MI

B.A., Literature, Science, and the Arts – Anticipated graduation in May 2016

- GPA: 3.7/4.0
- Most selective undergraduate program at University of Michigan
- Study of organizations through interdisciplinary lenses of economics, psychology, sociology
Micro and macro analysis on leadership development, change management, and environmental interactions
- Course highlights: Practicum in Leadership, Nonprofits, Corporate Social Responsibility, Organizational Theory, Organizational Psychology, Entrepreneurial Creativity, Financial Decisions

WORK EXPERIENCE

Human Resources Intern - June 2015 – July 2015

Verizon - Basking Ridge, NJ (Headquarters)

- Increased efficiency of the employee turnover report process by 119% using Excel VBA Macro platform and produced reports for in-depth analysis for senior HR leaders to mitigate company turnover rate
- Analyzed 75,000 employee survey data to evaluate the relationship between workplace and employee engagement for Verizon's Real Estate Team
- Developed 3 insightful reports with analytical suggestions on millennial charitable giving for Verizon Foundation's Matching Gift Program

Social Media Intern - May 2014 – January 2015

Second To None - Kerrytown, MI

- Implemented strategies from the dynamic trends of social media platforms resulting in 220% increase in Facebook likes and 11% increase in Twitter followers in 2 months
- Increased company monthly website traffic by 147% by developing effective search engine optimization (SEO) strategies
- Enhanced market presence of Second To None through publishing Wordpress blogs on customer experience, voice of customer, customer engagement management, business analytics and brand management
- Coordinated and engaged in social media marketing campaigns to recruit potential clients

Digital Marketing Intern - January 2014 – April 2014

Ingenex Digital Marketing - Ann Arbor, MI

- Conducted research on 35 high potential and created case study presentation on digital presence for high potential prospective clients
- Executed inbound marketing strategies through channels of email, website, and social media
Managed Google Analytics to track and measure digital marketing efforts through analytical solutions
- Provided in-depth research on top client's current market presence and target audience in order to develop search engine optimization (SEO)

LEADERSHIP EXPERIENCE

Peer Mentor - September 2015 – Present

University of Michigan - Ann Arbor, MI

- One of two student leaders representing ~110 students in the Organizational Studies program
- Connect current students with resources to maximize their success in networking, finding career opportunities, and higher their learning
- Hold office hours to advise 3-5 prospective students every week applying to the Organizational Studies program

Mentorship Director - September 2014 – May 2015 **Marketing Director** - October 2013 – May 2014

optiMize - Ann Arbor, MI

Organization dedicated to awarding \$1000-\$5000 funding to teams pursuing socially innovative ideas/products/services

- Managed groups of 3-5 people teams at a given time to coordinate marketing and mentorship efforts
- Maintained mentorship database with 15-30 mentors of industry leaders, professors, and past optiMize challenge winners for social entrepreneurs
- Connected social innovation teams with resources to maximize their success in pursuing their socially-minded venture

OTHER

- Languages: English (native proficiency), Mandarin (professional working proficiency)
- Awards: Collegiate DECA Entrepreneurship 3rd Place, Zell Lurie Institute Mayleben Venture Shaping Grant
- Skills: Microsoft Excel VBA Macro, UCINET Network Analysis, Search Engine Optimization (SEO), Google Analytics, Wordpress blogging, Sproutsocial social media management