



HUIZHAN YANG

Available from July 2021 seeking a CDI in digital marketing in Paris

PARIS
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---INTRODUCTION---

GEM student, with previous experience in **project management, marketing, and communication.**

Adapting, initiative, cooperative

---LANGUAGES---

Fluent in English (C1, IELTS 7)
High intermediate in French (B2)
Native in Mandarin and Cantonese

---SKILLS---

Excel
(TOSA diploma level Profession)
Word, PPT (Professional)
Photoshop (High intermediate)
SPSS (High intermediate)
Google Analytics (Intermediate)
SQL (Intermediate)
Python (Intermediate)

---HOBBIES---

Cooking
Open Water Diving
Electric Piano
Art
Reading

References available on request

----EDUCATION----

From Sep. 2018
Grenoble, France

GRENOBLE ECOLE DE MANAGEMENT (GEM)

Master in Management
(Programme Grande Ecole (2nd year))

Sep. 2014 - Juin 2018
Canton, China

GUANGZHOU UNIVERSITY

Management (major in Tourism management)

---PROFESSIONAL EXPERIENCE---

Mar. - Aug. 2020
Paris, France

ORANGE SAS.

Marketing and Product manager assistant

- - Assist and support marketing product manager on digital products
- Participate in drafting internal and external materials such as business plan, reports etc.-
- Contribute to market studies, competitive benchmark
- Help to the create communication media materials to complete user experience journey

Aug. 2019 - Feb. 2020
Paris, France

HUAWEI TECHNOLOGY

Innovation Product manager assistant

- Data support and main contact in local application integration projects
- Internal and external communication of Huawei booth in Game Connection 2019 Paris
- Daily operation of different innovation products in cloud services
- Analyze cloud services competitors in French market
- Conduct marketing campaigns with partners

May - Aug. 2018
Canton, China

EUROPEAN UNION CHAMBER OF COMMERCE IN CHINA

Events and Government Affairs assistant

- Analyze the post-event data and to make profit summary
- Manage an official website and CRM system
- Prepare for 11 events, organisation of more than 600 participants
- Assist in digital marketing activities and event development
- Communication with the press

----ACTIVITIES & COMPETITIONS----

Jan.- Feb. 2016
Moratuwa, Sri Lanka

AIESEC

Volunteer

- Non-governmental, Not-for-Profit Global Volunteer Organisation
- Took part in a three-day English Camp with more than 80 local students
- Taught English to local students and encouraged them to express themselves

Sep. - Nov. 2015
Canton, China

DAVIDWINE AVANZA UNIVERSITY

STUDENT MARKETING AWARD

Team leader

- Conducted on-the-field surveys, that included qualitative and quantitative research
- Designed the questionnaire, collected and analyzed data
- Formulated a marketing plan cooperatively to promote products and brands