

# YANG Yang, Freya (楊 阳)

📍 Hong Kong

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## Education

**MSc Lingnan University, Business Innovation and Entrepreneurship** 2023.08-Present

- Grade: 3.72/4.0
- Core courses : Big Data Marketing, Strategic Innovation and Entrepreneurship, Innovation and New Product Development, Venture Capital and Private Equity, Legal Aspects and Intellectual Property , ESG

**BE Changchun Institute of Technology, Civil Engineering** 2011.09-2015.06

- Overall GPA: 3.39/4.0
- Core courses : Engineering Economics, Construction Laws and Regulations, Construction Project Management, Engineering Drawing

## Awards

- First-Class Scholarship; Outstanding Student; Excellent Class Cadre; National Encouragement scholarship; 2nd Place in Structural Design Competition; 2nd Place in English Competition; 2nd Prize in City Biology Competition.

## Work Experience

**Cost Contract Engineer, Hunan Xiulong Real Estate Development Group Co., Ltd.** 2020.08-2023.02

- Job description: Reviewing departmental budget plans. Do market research and price inquiries. Conduct contract negotiations. Participate in marketing planning activities to improve company turnover.
- Achievements: Saved above 10% of the cost through careful market research and strict approval. Increased company visit rate by participating in marketing planning and using new media tools. Participated in live delivery training and competition in Zhuzhou city, and won the first place.

**Business Manager, China Construction First Group Co., Ltd. (State-owned Enterprise)** 2018.03-2020.07

- Job description: Planning business management. Manage the dynamic cost of the project. Assist the propaganda work of the party branch. Operate team building activities.
- Achievements: Lead the project Commerce Department to carry out the work in an orderly manner. Completed the project KPI by using PDCA cycle method. Planned the team building activities of the project department and enhanced the team cohesion.

**Quantity Surveyor (Internship), China Aluminum International South Engineering Co., LTD. (State-owned Enterprise)** 2015.07 - 2018.02

- Job description: Assist in contract bidding and negotiation. Use BIM technology to model and calculate engineering quantity. Operate the enterprise Wechat public account. Assist the party and mass departments in the propaganda work.
- Achievements: Became a senior officer. Improved writing skills. Won the honorary title of best employee and excellent Party member. Best Debater. 2nd Prize in the 7th English Competition.

## Project Experience

**Hong Kong University Student Innovation and Entrepreneurship Competition** 2024.03- Present

- Conceive the business model, formulate the strategic plan, build the content operation system.

**Lingnan University Business Case Competition (LUBCC) , Alibaba Cloud** 2024.02- Present

- Develop marketing methods to help Alibaba Cloud expand its visibility in Hong Kong and increase its market share.

**Sullivan Industry Research Training** 2024.03

- Learned the method of industry analysis and formulation of strategic system.

## Skills

- Language Skills:**English**(Fluent).TOEFL iBT (85).**Chinese**(Native) .**Cantonese**(Intermediate).
- Computer Skills:MS Office(Proficient ).Guanglianda, CAD(Proficient ).SPSS, Enginius biz, Octopus Data Crawler – Intermediate.
- Certificates:National Registered First-Class Constructor (Building Engineering), Intermediate Engineer, Surveyor, Material Engineer

## Self-evaluation

- Rich work experience in construction and real estate.Strong research and analytical skills, with the ability to gather and synthesize information from multiple sources.
- Strong interest in technology, startups and real estate.Curious about the new things.
- Result-oriented and self-driven. Willing to take on responsibilities, eager to contribute, grateful, empathetic, emotionally stable, and possess good interpersonal skills.
- Proactive, team player and with strong interpersonal & communication skill,together with creativity, integrity and passion.

## Interests

- Running.Play tennis.Reading.Watch documentaries.