

Han Yang

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EDUCATION

University of Bristol QS Top100 Sep 2022 - Nov 2023

MSc Management (Entrepreneurship and Innovation) With Distinction UK

- Course content: Management and Organization; Strategy and Financial and Management Accounting; Operations and Marketing Management; Management Research Methods; Entrepreneurship and Innovation
- Diddertation Topic: Exploring the factors affecting consumers' purchase intentions for blockchain-traceable dairy products: Enlightenment from the Chinese market.

University of Hull Sep 2021 - Aug 2022

Bachelor of Arts with Honours in Business Management and Accounting Second Class (Division1) Bachelor UK

- Courses include: Corporate Strategy, International Business, Advanced Management Accounting, Advanced Financial Reporting and Theory, Research Projects
- Dissertation Topic: The impact of e-commerce on customer data privacy The impact of e-commerce on customer data privacy

Wuhan University of Technology 211 Sep 2019 - Jun 2021

Business with Accounting China

- GPA:90.06/100
After graduating from high school with an IELTS score of 6.5, I went directly to my sophomore year.
- Course content: Business accounting, business culture and strategy, macroeconomics and microeconomics, personnel and organizational management, financial information recording, business contractual relationships, business systems accounting, preparation of financial forecasts, decision-making management accounting, financial reporting and analysis, business information technology, advanced mathematics.

INTERNSHIP

Bristol and West of England China Bureau Apr 2023 - Oct 2023

Social Media Coordinator Intern UK

- Work Performance: Cultivated a dedicated following of 2,511 fans and garnered 22,000 likes & collections.
- Job Responsibilities: Official Account Management: Successfully operated the official account "Meet West of England" (Xiaohongshu ID: 5291281691) on the Xiaohongshu platform.

Content Creation and Editing: Created and curated content in various formats including text, videos, and images. Stayed abreast of industry trends and social media hot topics to ensure content resonated with the target audience.

Social Media Strategy Implementation: Executed result-driven strategies on the social media platform "Little Red Book," focusing on diversifying content and managing social media marketing and influencer marketing campaigns to amplify brand exposure and influence.

User and Content Operations: Provided informative and supportive content and resources tailored to the needs of Chinese international students to enhance user engagement and satisfaction.

Holland and Barrett Dec 2022 - Jun 2023

Sales Assistant Intern UK

- Work Achievements: Recognized as the top performer in guiding customers to join the new membership program.
- Job Responsibilities:

Provided exceptional customer service, assisting with inquiries and offering professional advice. Achieved and surpassed sales targets through active participation in promotions and effective product displays. Accurately processed sales transactions, accepted various payment methods, and managed invoices. Maintained appropriate inventory levels and ensured shelf replenishment and stock checks. Supported daily store operations, including cleanliness, stock organization, and overall management.

- Certification:

Holland and Barrett QTA Consultation Skills Training Certificate:

Successfully completed Level 2 certification covering product knowledge, customer service, communication, and sales techniques with a focus on nutrition and health expertise.

Hubei Tiandao Certified Public Accountants COLTD

Jul 2021 - Aug 2021

Accounting Intern

China

- Developed meticulous attention to detail and honed financial acumen through practical experience.
- Enhanced quantitative abilities, laying a solid foundation for comprehending financial implications within marketing dynamics.

Achievements

The Hive X Holland and Barret QTA+ Certificate	Apr 2023
Bristol Plus Award	Mar 2023
MSI Management and Strategy Institute: Project Management Essentials Certified	May 2022
"Outstanding Graduate" of the School of International Education, Wuhan University of Technology	May 2021
Top Model Student Award of Wuhan University of Technology	Nov 2020
Top Grade Scholarship of Wuhan University of Technology	Nov 2020

RESEARCH EXPERIENCE

1. Wang, G., Guo, J., & Yang, H. (2023). "Water quality monitoring and sustainable operation management of marine ranches based on sensors and image enhancement." In International Conference on Mechatronics and Intelligent Control (ICMIC 2023), Vol. 12793, pp. 546-552. SPIE.
2. Huang, X. X., Yang, H. (2023). The predicament and realization path of rural vocational education in place-based development. Journal of Wuhan Polytechnic (International Issue:1671-931X), 2023, Issue 2, pp. 17-21 DOI: 10.19899/j.cnki. 42-1669/Z.2023.01.003

ACTIVITIES

Wuhan University of Technology Sunshine Blood Donation Vehicle Activity	Nov 2019
Blood Donation Vehicle Registration Assistant Wuhan University of Technology Youth Volunteer Association	
The 20th anniversary of the merger of Wuhan University of Technology	
Front-stage Etiquette Wuhan University of Technology Youth Volunteer Association	
Wuhan University of Technology First Interdisciplinary Academic Forum for Young Teachers	
Conference Etiquette Wuhan University of Technology Youth Volunteer Association	

SKILLS, CERTIFICATIONS & OTHERS

- **Skills:** Proficient in SPSS quantitative regression analysis; Proficient in Excel, Word, and Xmind; Skilled in writing copy for Xiaohongshu account operation, poster design, operation, copywriting, and data analysis
- **Interests:** Piano, Swimming, Drawing, Badminton