

Yang Shen

305 Davies Ave, West Henrietta, NY 14586
585-360-5112
Yeung@go-global.today

Summary

With 6 years of entrepreneurial experience, successfully built his own company three times. Able to manage teams of approximately 50 people. Would like to be able to join a more successful company as part of an executive or management team.

Skills

- Corporate leadership
- Market strategies
- English, Mandarin, Cantonese
- Strategic decision making
- Strategic planning
- JavaScript

Experience

VP of Operations

Nov. 2016 - Dec. 2017

Hong Kong League International Bloc Limited - Hong Kong

- Guided and assessed the work of subordinates, and organized the implementation and completion of business plans
- Worked out market strategies and business plans according to development strategy, and organized implementation
- Formulated business framework and SOP for each position, and designed 17 different types of activities for customers
- Broadened the enrollment channels and developed from Beijing to other regions
- Assumed brand promotion and image packaging, and integrated operating resources to achieve promotion goal
- Took charge of the planning, implementation and online operation of the company's website
- Cooperated with marketing department to carry out online brand promotion and to plan and organize offline promotion activities

CEO

May. 2018 - Current

Drip Dew (Shanghai) Education & Technology CO., LTD - Shanghai, China

- Established business framework and participated in company's operation
- Set up budget of company's administrative expenses, formulated and implemented the relevant administrative management systems and norms, and arranged the organization and reception of major events
- Organized and planned the project "home for express" smart home mailbox, independently completed project plan, and took charge of the planning, implementation and online operation of the website
- Cooperated with the Admissions Office of Rochester Polytechnic University to recruit Chinese students in mainland China, cooperated with China Institute of Economics, Cornell University to set up a number of summer camp projects, and cooperated with Chengdu University of Technology to set up summer camps in America

Co-founder

Jan. 2019 - Current

Drake Capital and Consulting - Delaware, US

- Provided mainland Chinese investors with consulting on investing on real estate in North America with total amount of more than 500 million dollars
- Set up budget of company's administrative expenses, formulated and implemented the relevant administrative management systems and norms, and arranged the organization and reception of major events
- Performed consulting service for Drip Dew (Shanghai) Education Technology Co., Ltd and managed its investment

Director of Overseas(North American) Brand Operation

May. 2020 - Aug. 2020

GoGlobal Accelerator LLC - California, US & Shenzhen, China

- Participated in interview and recruitment of personnel department, carried out statistics of the needs of each department and match the appropriate summer and daily interns
- Established SOP and KPI for interns in each department
- Organized and planned the project "E-Trek" electric scooter, and independently completed the project plan
- Assumed the planning, implementation and launch of the company's main product "E-Trek" electric scooter website

Honors

- Excellent Award in "Home for Express" smart home product, Ministry of Education, Science and Technology of the People's Republic of China
Sep. 2019
- Outstanding Award in "Home for Express" smart home product, Consulate General of the People's Republic of China in New York
Oct. 2019
- Outstanding Award in "Home for Express" smart home product, Chinese Association for Science and Technology, USA (CAST-USA)
Oct. 2019
- Enrollment Scholarship (\$19000/year, 4 years), Rochester Institute of Technology
Aug. 2017

Certificates

- Inbound Marketing by HubSpot Academy
- Face Certified Media Planning Professional by Facebook Blueprint

Education and Training

Undergraduate: New Media Marketing, Expected in May 2021

Rochester Institute of Technology - Rochester, NY

- Bachelor Degree of Science in New Media Marketing
- Major GPA: 3.25/4.0 Senior GPA: 3.05/4.0

Undergraduate: Foreign Language - English, October 2016 to May 2017

Renmin University of China - China mainland