

Yali Kang

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PROFESSIONAL SUMMARY

Organized and dependable candidate successful at managing multiple priorities with a positive attitude.

EDUCATION

Queen's University Belfast	Master with Commendation	<Marketing>	Sept.2020-Sept.2021
Xianyang Normal University	Bachelor	<Chinese Language and Literature>	Sept.2010 -July 2014

CERTIFICATE

Graduate plus for master your leadership skills certificate	2022
Project Management Simplified	2023

EMPLOYMENT

SINOWEI (Belfast)	Marketing Executive	Oct. 2022 - Now
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- Developing, improving, and executing marketing strategies to create awareness about SINOWEI and services amongst potential clients in both the Western and Chinese markets.
- Assisting in organising and implementing market research endeavours aimed at generating pertinent marketing intelligence.
- Formulating marketing initiatives via the company website, social media channels both Chinese and Western, to strengthen engagement with target audience.
- Creating comprehensive reports, company brochures and related marketing materials.
- Communicating with target audiences and build and develop customer relationships.

Free-lancer (Belfast)	Content editor	Nov. 2021 – Sept. 2022
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- Wrote relevant content in technology and the automotive industry; tailored content to channels and audiences to achieve project targets.
- Worked closely with teams around the business; Built client relationships and attended client meetings and calls.

Waka, Asian Fusion Cuisine (Belfast, Part-time job)	Waitress	Nov. 2021 - Apr. 2022
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- Serviced customers to their tables; Took accurate food and drinks orders, utilising a POS ordering software
- Offered menu recommendations upon request; Communicated order details to the Kitchen Staff.

Shanghai Dayee Co. Ltd (China)	Marketing Executive	Sept. 2018 - Dec. 2019
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- Planned and execute engaging, relevant, and on-brand content for social media platforms including daily monitoring, posting, promotion and identifying newsjacking opportunities to grow followers.
- Administered the monthly reports for the social landscape across the brand.
- Supported the marketing manager in large-scale human resources conference activities.
- Evaluated and reviewed marketing campaigns, advertising, and SEO.
- Regularly generated competitive analysis, in-depth industry research.

MK Communications Co. Ltd (China)	Senior copywriter and Planner	Jul. 2017 - Jul. 2018
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- Produced creative content, including videos and blog posts, slogans, social media channels (e.g., Weibo, WeChat) to enhance audience engagement; Script writing, plus working with designers to create compelling video content.
- Wrote campaigns of activities based on Researching client's industry and their audience.
- Communicated with clients, supported creative managers and public relations directors to complete marketing activities and implemented marketing and PR activities both online and offline.

Ileiker Technology News Network Media (China)	Journalist	Feb.2015 - Jun. 2017
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- Responsible for updating articles on the website and WeChat media; Chose research topics and held off-line activities.
- Interviewed internet enterprises, wrote industry report and news, developed marketing strategies for clients.
- Responsible for tracking competitor activity, completed the research report.

SKILLS: Excel & PowerPoint; Interpersonal and organizational skills; Attention-to-detail.

INTERESTS AND HOBBIES : Writing; Yoga.

(References available on request.)