

Xiaohan Yin

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EDUCATION BACKGROUND

Harbin Institute of Petroleum

Bachelor of Engineering, GPA:2.6/4.0
Communication Engineering

Sep. 2015 – Jun. 2019
Harbin, China

University of La Verne

Postgraduate

Mar. 2022 – Aug. 2024
La Verne, USA

PROFESSIONAL EXPERIENCES

GreenTech Innovations Inc.

Part-time, Research & Development Intern

Sep. 2015 – Jun. 2016
Harbin, China

- Assisted in the development and testing of new green technology prototypes aimed at reducing carbon footprints.
- Participated in brainstorming sessions and contributed innovative ideas to the company's renewable energy projects.
- Conducted extensive market research to analyze the latest trends in sustainable technology and their potential applications.
- Collaborated with senior engineers and product developers to prepare detailed project reports and presentations for stakeholders.

Skyline Public Relations Firm

Part-time Public Relations Intern,

Dec. 2016 – Sep. 2017
Harbin, China

- Collaborated on the creation and delivery of press releases and media kits to promote client events and announcements.
- Assisted in managing social media accounts, creating content calendars, and tracking engagement metrics.
- Supported the coordination of events, including venue selection, guest lists, and on-site media relations.
- Conducted research on industry trends to support the firm's strategy in maintaining competitive advantage.

Blue Horizon Marketing Agency

Part-time Marketing Intern,

Mar. 2018 – Jun. 2019
Harbin, China

- Contributed to the development and execution of online marketing campaigns, analyzing consumer feedback to adjust strategies in real-time.
- Engaged with clients to understand their branding needs, helping to formulate personalized marketing approaches.
- Supported the creative team in the design of promotional materials and digital content, enhancing brand visibility.
- Performed market analysis to identify emerging trends, compiling reports that influenced campaign planning.

Harbin Dongan Auto Engine Co.

Full-time Intern, Marketing Department Intern

May. 2021 – May. 2022
Harbin, China

- Spearheaded the analysis of marketing campaigns through statistical data examination, providing actionable insights to enhance customer engagement strategies.
- Orchestrated comprehensive customer surveys and orchestrated follow-up visits to bolster client retention and gather critical market intelligence.
- Streamlined the aggregation and organization of marketing data, ensuring the availability of high-quality information for strategic decision-making.
- Provided vital support in administrative functions, facilitating the efficient operation of the Marketing Department and contributing to cross-functional team support.

ACADEMIC RESEARCH

Regulations on Commercial Collection, Storage and Utilization of Facial Information Legislative Perfection

Researcher, National level

Jun. 2021 – Mar. 2022

- Analysed relevant regulations and cases regarding personal information protection about human face detection and recognition and drafted a 30-page legal essay.
- Provided financial advice for individuals and governments on personal information protection based on analysing legal experiences and judicial history of Japan, US and EU.

The Influence of Soft Law on Corporate Social Responsibility

Researcher, Faculty level

Jun. 2021 – Mar. 2022

- Summarized laws, analysed influence of soft law on corporate social responsibility, and drafted a 54-page report.

VOLUNTEER EXPERIENCE

Thoddoo Environment Club

11th January 2018

- Engaged in local environmental protection initiatives.
- Educated the community on sustainable practices.
- Participated in beach clean-ups and conservation projects.

PERSONAL PROFILE

I am a Communications Engineering undergraduate from Harbin Institute of Petroleum with well-founded academic potential and field-exposed marketing analysis expertise. Demonstrated capability to evaluate statistical data from customers, handling the entire process of data gathering and collation with expertise, and identifying data gaps that are very crucial. Dedicated to making use of the educational background along with the internship skills to be an effective member within an organization. Both skills are very important; they include being adept at several different functions,

ensuring keenness with regard to detail, and vigilantly being able to develop methods of problem-solving. Looking forward to bringing a mixture of technical knowledge and expertise in marketing to overcome new challenges.