

Yi Yang

Fashion retailing master

Manchester, UK

[View profile on Dweet](#)

Languages

English (Fluent)

Chinese (Native)

About

Resourceful digital marketer with exemplary skills in market research and generating leads. Proficient in social media and marketing tools to boost online presence and increase traffic. Solid writing and editing skills.

BRANDS WORKED WITH

- Bank Of China Hebei Zhangjiakou Branch
- IU China Fan Club-Weibo
- Postal Savings Bank of China,Xiahuayuan Sub-branch

Experience

● Bank Clerk

Postal Savings Bank of China,Xiahuayuan Sub-branch | Mar 2021 - Mar 2021

Exposure to wide range of asset types, products and clients; Recognised sales opportunities and cross-sold financial products by making quality referrals to meet assigned teller goals

- Prepared pitch books, presentations and memorandums; Assisted in the origination and execution of transactions of equity, term loan, high yield and mandates
- Responded to and assisted customers with account inquiries and updates; Especially Introduced the Rural Credit Policy to customers

● Social Media Copywriter

IU China Fan Club-Weibo | Mar 2019 - Jun 2020

- Managed social media platforms and initiated innovative topics, including KPO culture. Successfully increased followers by 30%.

- Consistently produced high-quality social media content; prepared copy for diferent social media channels. 100,000+ reads on a single post.
- Managed 10+ group chats of over 2,500 people; ran marketing campaigns to increase their loyalty; worked with the sales team to promote new products related to idols in group chats.

● Bank clerk

Bank Of China Hebei Zhangjiakou Branch | Jul 2019 - Aug 2019

Communicated with and help the elderly to use the smart self-service counter; Communicating with clients and selling wealth management products

- Answered clients' enquiry; handled complaints and collected data about performance
- Verified customer details, carrying out diligent checks of personal and financial documentation.