

Contact

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Top Skills

Teamwork
Management
Leadership

Yuwei (Sunny) She

Onchain Product Operation
Cork, County Cork, Ireland

Summary

Co-founder of ChainXin Blockchain | MSc Information Systems for Business Performance | Global Leadership Experience

Experience

Ontology

Senior Product Operation Manager
August 2019 - Present (5 years 6 months)
Shanghai

Onchain product operation
www.ont.io

adidas Group

Marketing - Brand Communications - Intern
December 2015 - April 2016 (5 months)
Shanghai City, China

- Assisted in creative production, digital media, digital production and PR affairs, in support of agency documentation, KOL collaboration, and creative development, etc.
- Followed through creative process and ensured excellent execution, managed financial documentation and assets.
- Assisted and participated in daily marketing activation and communications, reviewed and analysed competitors' marketing strategies.

AIESEC UNNC

Vice President of Marketing and Communications
January 2014 - December 2014 (1 year)
Ningbo, Zhejiang, China

AIESEC is the world's largest youth-led network creating positive impact through personal development and shared global experiences.

Job Description: Led and managed 5 people to support 4 product-based departments, in charge of marketing strategy, PR, branding and events management etc.

- Revised branding strategy, achieved 16% growth of campus market share.
- Defined and systematically designed a strategic promotion scheme to support 4 product departments in product package innovation, achieved 40% growth in the number of application.
- Established and maintained good public relationship with 15 societies & clubs and 4 school offices.
- Gave public speech about youth leadership in front of over 300 people, including to former UK Minister for Universities and Science and to the delegation of UK higher education, and 3 times media interviews.
- Achieved over 150 media reports a year, including China Daily, Southeast Business, Netease, etc, enhanced AIESEC leadership influence.

Events:

- Organised 'Youth to Business Forum' to cultivate youth globally competitive leadership, invited 5 executives from Unilever, Hays, EF (Education First), TED China and Arete as speakers, attracted over 600 students from China Eastern regional universities.
- Organised Global Village (Multi-cultural Festival) open to the public, collaborated with 62 international students from 18 countries to organize country exhibitions, attracted more than 20000 people.
- Collaborated with Careers Office to host MARS China recruitment information session and a Leadership & Career Talk, attracted more than 600 students, also responsible for plenary arrangement and logistics management.

Awards:

- 2014 Best Local Committee in Mainland of China.
- 2014 Best Marketing & Communications Department.
- 2014 Yang Fujia Dream Scholarship for Practical Activities.
- 2014 UNNC Annual Best Society Award, Most Innovative Society Award, Most Popular Society Award.

Education

University College Cork

MSc Information Systems for Business Performance, Management Information Systems, General · (2018 - 2019)

The University of Nottingham Ningbo China

Bachelor's Degree, BA(Hons) International Communications with French
· (2012 - 2016)

University of Nottingham
Film, Media & Culture · (2015 - 2015)