

YUEMING WANG

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Education Background

07/2022 - 07/2023	School of Education, Master of Educational Innovation, Technology, and Entrepreneurship, University of North Carolina-Chapel Hill	NC, USA
09/2010 – 07/2012	College of Chinese Language and Literature, Qufu Normal University, Master of Teaching Chinese as a second language, GPA: 87.93/100	China
09/2006 – 07/2010	College of Foreign Languages, Zhoukou Normal University, Bachelor of Education in English, GPA: 87.28/100	China

Internship Experience

08/2022 – Present The Science of Learning to Learn (SL2L) project at UNC

Position: Design & Research Intern

Main Responsibilities:

- ◆ Responsible for setting up different versions of Qualtrics and analyzing research data
- ◆ Developing theoretical versions for international students
- ◆ Designing websites to promote the project to market
- ◆ Designed and developed the learning project, seeking to understand the best ways to help trainees
- ◆ Completed Collaborative Institutional Training Initiative training
- ◆ Designed, developed, and organized tasks and research questions

Work Experience

09/2018 – 06/2022 SmartChoice Internet Technology Co., Ltd. **Beijing, China**

Position: Director of Content Operations

Main Responsibilities: Directed content building of Smart Choice's website/app/wap; Responsible for data and traffic monitoring; Take Charge of brand promotion; Responsible for interfacing with partner companies

- ◆ Built a global university database for the company's platform, containing detailed information on over 12,000 universities. Selected by Baidu, China's most popular browser, as an official card to display for Baidu users due to its high quality content, and received traffic investment from Baidu.
- ◆ Summarized and analyzed user's browsing data, complaints, suggestions and demands so as to determine the direction of app content optimization and effectively improve registered users and loyalty, monthly retention rate of platform users increased by 11%.
- ◆ Conducted regular planning activities, organized online seminars by inviting overseas returnees and overseas students to share life experience with domestic students. Cooperated with well-known agencies such as Didi, Bank of China, and Baidu to organize online/offline activities.
- ◆ Multi-matrix marketing based on relevant graphic information and videos of overseas universities on multiple social media in China; the "Visiting American Universities" video series has over 10 million total views, over 300,000 followers in Douyin and over 170,000 followers in Baidu.
- ◆ Managed communication with nearly 100 agencies including overseas study institutions, Chinese representatives of overseas colleges, overseas rental companies, banks, background improvement and overseas study associations.

02/2016 – 09/2018 Tomorrow Advancing Life (NYSE: TAL) Education Technology Co. Ltd. Shunshun Step Abroad **Beijing, China**

Position: Manager of Education Product Center

Main Responsibilities: Designed and taught a series of courses on studying abroad; Responsible for the project progress management of the company's students; assist in the promotion and recruitment of overseas universities in China

- ◆ Developed a series of tailored courses for students from different areas with different majors such as occupation and personality assessment, professional analysis, introduction to colleges and majors, English language training, scientific research group training.
- ◆ Conducted college education and career planning for students and establish standardized system of teaching process and the mechanism of teaching quality assessment.
- ◆ Conducted monthly assessment on the teaching staff of all the branches, understanding the academic progress of each student, providing suggestions for the students on current studies and difficulties, created a summary for curriculum optimization.
- ◆ Responsible for visits and communications with enrollment representatives of overseas universities, including the academic promotion of overseas institutions in China.

07/2012 – 01/2016 Beijing Global Gabriel Education & Technology Co., Ltd Beijing, China

Position: Primary Planner for Studying in USA

Main Responsibilities: Working as an educational consultant to introduce students to information about overseas universities; writing articles about overseas programs and majors for the company's website; organizing educational conferences, lectures, and events.

- ◆ Introduction to American colleges and majors, applications, background improvement and basic necessities of life by online courses and offline face-to-face lectures, which was highly recognized by students with multiple Quality Service Awards.
- ◆ Took Charge of articles for WeChat public account and professional columns on the company website, including more than 60 majors. Most of the manuscripts were included in the company manuals for studying in the USA.
 - ◆ Responsible for propaganda and organized career interviews, weekend lectures and other activities as a member of the creative team. Responsible for daily routines such as invitations, activity process arrangements, student invitations and some lectures in different industries.

09/2011 – 12/2012 Pyeongtaek University Internship Chinese Teacher Pyeongtaek, Korea

- ◆ Taught Chinese pronunciation and literacy to college students as a non-credit elective Chinese teacher
- ◆ Served as a teaching assistant for Chinese studies courses, providing after-school tutoring and homework review for students
- ◆ Provided one-to-one Chinese language class to Pyeongtaek University faculty and staff

09/2007 – 12/2009 Little Star English School Part-time English Teacher Zhoukou, China

- ◆ K-12 Summer Phonics Program
- ◆ K-12 English Fairy Tale Drama Performance Course
- ◆ K-12 Cambridge English Series Courses

Skills

- ◆ Language Proficiency: Chinese (Native language); English(Skilled); Japanese(Basic), Korean (Basic)
- ◆ Computer Skills: Expert at Office programs such as Word, Excel, PowerPoint etc.
- ◆ Others: Expert at website planning and internet marketing. Strong ability to innovate, strong initiative and technically sound.