

Contact

www.linkedin.com/in/yuanyuan-wu-b255704a (LinkedIn)

Top Skills

English
Mandarin
Public Speaking

Languages

Mandarin (Native or Bilingual)
Italian (Elementary)
Gantoness (Native or Bilingual)
English (Professional Working)
Chinese (Native or Bilingual)

Certifications

Teaching Qualification Certification
in Education
Psychology Teaching Certification

Publications

<Fun basic Chinese>
<Learn how to care : Empathy and
responsibility>

Yuanyuan Wu

Made in time Design Co., Ltd (China) / Made in time Ou(Europe)
Milan

Summary

Interest: Higher education, Human-centred design,
Entrepreneurship, Cultural and creative products

Experience

Made in time design Co., Ltd. 杭州时迹创意设计有限公司
Co-Founder
September 2017 - Present (4 years 8 months)
Milan Area, Italy /Hanzhou,China

Made In Time focus on design resources research and exchange between
China and Europe.

Hangzhou (China)international cultural and creative industry Expo 2020,
International designer stand. (China)

China Craft Week 2020 , International designer stand. (China)

Lugano "Lakeside Stories" Hangzhou Traditional Craft Innovation Exhibition
2020 (Switzerland)

Wenzhou (China) international fashion culture and creative Expo 2018, Italian
stand. (China)

Hangzhou(China)international cultural and creative industry Expo 2019, Swiss
stand. (China)

China Craft Week 2019, Swiss stand. (China)

Lugano Design in Hangzhou 2019 showroom. (China)

Puff Media 泡芙传媒

Representative of Puff Media Europe
December 2020 - Present (1 year 5 months)
Milan, Lombardy, Italy

Puff Media is a digital media management and consulting company based
in New York and Guangzhou. Puff Media offers services of multi-media
channelling, e-commerce development, and business strategy. Our primary
mission is to help new business and brands to gain new customers and
influence internationally through social media.

Erasmus For Young Entrepreneurs
Entrepreneur
July 2017 - July 2017 (1 month)

East Media s.r.l.
Digital marketing analyst
October 2016 - December 2016 (3 months)
Milan Area, Italy

1. Performed analysis and research to define the Chinese social media marketing strategy for an Italian menswear brand into the Chinese market, resulted in company proceeding with the project.
2. Conducted market research on digital marketing activities performed in China by several Italian companies (fashion brands, football teams, and luxury hotels, etc.) to find new potential clients.

SIDD CO.,LTD
Brand Manager
May 2014 - September 2015 (1 year 5 months)
Zhuhai, Guangdong, China

1. Supported clients on the definition of branding strategy for new business projects such as shopping malls, shopping street, retail shops and travel and tourism attractions.
2. Developed strategy for digital marketing to new prospective clients; resulted in increased revenues
3. Increased internal brand awareness and corporate identity by developing internal knowledge material, managing and organising team building activities, workshops and public events.
4. Analysed options available for new branch and recommended advertising based on time and resource considerations; implementation led to successful go to marketing of the branch.

Business Chinese
Business Chinese teacher
July 2013 - May 2014 (11 months)
Part-time teaching
Editor of "Fun Basic Chinese"

ACTAsia (Action - Compassion - Together)
Humane Educator
July 2012 - May 2014 (1 year 11 months)
Zhuhai, Guangdong, China

- 1.Trained more than 100 teacher volunteers though education workshops.
- 2.Brought the first empathy education class into Chinese primary school
- 3.Editor of “Learn how to care: Empathy and responsibilities”

Education

Domus Academy

Master's degree, Business Design · (2015 - 2016)

Beijing Normal University, Zhuhai

Bachelor's degree, Chinese language for foreign affairs · (2009 - 2013)