

Ran (Alice) Yan

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EDUCATION

Wake Forest University, School of Business

Winston-Salem, NC

Master of Science in Accountancy

December 2019

GMAT: 750/800 (Percentile 98%) GPA: 3.89/4.0

Harbin Institute of Technology, Weihai, School of Management and Economics

Weihai, China

Bachelor of Administration (Major: Accounting)

June 2018

GPA: 3.74/4.00 (Top 5%)

PROFESSIONAL EXPERIENCE

The Nielsen Company

Beijing, China

Consultant (Telecom & Technology Vertical)

November 2017 – February 2018

- Determined portraits of the 10 most prospective consumer types by conducting multiple qualitative experiments (FGD, IDI, etc.), and summarizing typical user scenarios across 42 consumer groups in Greater China market.
- Designed 4 online surveys to support 2 post-launch projects and, with the aid of phone interviews, determined the improvement areas for next generation products and prioritized them with Nielsen KQI system.
- Led communications with clients in the pitch stage and the delivery stage to clarify clients' need and further requirements, and prepared showcase material and final deliverables (i.e., execution details and recommendation) accordingly.

Procter & Gamble (Guangzhou) Ltd

Guangzhou, China

Summer Intern/Project Manager

July 2017 - August 2017

- Sorted order data by demand replenishment streams with Excel and clarified the implementation of global segmentation strategy in Greater China market.
- Conducted Market Basket Analysis using Tableau, concluded a pattern that 4 SKUs are frequently ordered simultaneously and suggested adjustments to the inventory management.
- Investigated wholesale channel of Oral Care products by interviewing suppliers and sales colleagues and explained qualitatively the reason for inventory data inaccuracies discovered during the simulation process.

Ernst & Young Hua Ming LLP

Beijing, China

Audit Intern

January 2017 - February 2017

- Performed substantive procedures (interviews, confirmation, journal entry testing, etc.) in 3 locations, obtaining audit evidence and documenting on working paper findings of significant or abnormal transactions in 7 accounts.
- Prepared Summary of Reporting Memorandum regarding expense section in Statement of Profit or Loss and performed additional substantive procedures (analytical procedures, interviews etc.) to mitigate risks of material misstatement.
- Investigated accounts with minimal number of transactions whose disclosure were required by SEC (government funding, etc.) and obtained audit evidence for all transactions under the accounts without sampling.

LEADERSHIP EXPERIENCE

Harbin Institute of Technology, Weihai Volunteer Service Center

Weihai, China

Head of News Department

March 2015-December 2016

- Organized the first International Summer School on Land-Air-Sea, Harbin Institute of Technology, Weihai (HITWH-ISSLAS), attracting hundreds of students from 14 countries.
- Innovated the use of online platform to promote volunteer activities and collect feedback from volunteers.
- Edited and wrote 100+ news articles about volunteer activities held by our center and 30+ pieces were posted on the university official website, exceeding all other major student organizations on campus.

HONORS AND AWARDS

- Recipient of Renmin Scholarship (College-level) 2016, 2015, 2014 *2014-2016*
- Awarded Honorable Mention in 2016 Mathematical Contest (MCM) in Modeling *Summer 2016*
- Won Silver Award in Public Welfare unit of College Students Entrepreneurship Competition *Spring 2016*
- Special Prize in National English Competition for College Students (top 0.1%) *Spring 2015*

TECHNICAL AND LANGUAGE PROFICIENCIES

Computer: Proficient in Microsoft Office Suite, SPSS and IBM Modeler; Experience with Tableau and SAP.

Languages: Fluent in English and Mandarin Chinese.

Certificates: Pursuing ACCA qualification (passed 10 out of 14 exams), a qualification based on IFRS and is IFAC compliant.