

Ju Rong (January) Yang

Executive editor of the one-million-copy bestseller *Everything I Never Told You* (Simplified Chinese edition)

Experienced media manager with a demonstrated history of working in the media and publishing industries

Diversified skill sets covering foreign rights trading, copywriting, creative writing, and marketing

Proficient in project management, multi-tasking, and team management

Experience

- 2016-06 - 2017-05** **Media Manager/Literary Director**
Shanghai CITIC Sight Media Co., Ltd
- Established the media department and the foreign language product line at a newly established subsidiary company of CITIC Press Group
 - Oversaw different media strategies and managed day-to-day operations
 - Imported the Simplified Chinese edition of the world famous IP WICKED and directed the campaign of the book release
- 2013-08 - 2016-05** **Senior Editor**
Shanghai Dook Publishing Co, Ltd.
- Managed complete process of book publication and campaign work
 - Developed relationships with local publishing houses, agencies, retailers, authors, digital distributors, translators and illustrators to produce finished products
 - Responsible for publication of several bestselling novels including the one-million-copy bestseller *Everything I Never Told You*
- 2014-08 - 2015-05** **Media Manager**
Tihho Art
- Established the media department with the founders of Tihho Art
 - Designed and implemented social media strategy to align with business goals
- 2012-07 - 2013-04** **Editor/Marketing Editor**
Shanghai Sanhui Culture & Press Ltd.
- Responsible for complete book publication process
 - Engaged with authors, traditional and new media for marketing newly published works
- 2010-01 - 2011-12** **Chief Contributing Editor**
ZING & SIEMENS LIFE STYLE Magazines
- Produced quarterly brand-managed lifestyle magazines
- 2009-01 - 2009-07** **Executive Editor**
Shenzhen Time Finance Advertising Company
- In charge of the cultural section of the lifestyle magazine for CMB

Education

- 2004-09 - 2008-07** **Shanghai University, History, BA**

Personal Info

Phone

+86 138-1766-1924

E-mail

sundaytrip@gmail.com

Date of birth

1985-08-22

LinkedIn

www.linkedin.com/in/january-yang

Languages

Chinese

native language

English

full professional proficiency

Japanese

intermediate, JLPT II

Skills

Creative Writing

Published hundreds of articles covering a wide variety of topics on dozens magazines, newspapers and websites

Copywriting

Produced one-million-copy bestseller and multiple different genre bestsellers

Computer and Internet Skills

Proficient in Microsoft Office including Excel and Powerpoint, working knowledge of WordPress