



### ABOUT ME

Communication and Creative Partner with 14 years in journalism and design across China, India, the United States, Australia, and Germany. I connect people, brands, and ideas through stories and experiences that bridge cultures and drive impact.

### EDUCATION

#### BOSTON UNIVERSITY COLLEGE OF COMMUNICATION

##### Master of Science, Broadcast Journalism

Sep 2011 - Jan 2013  
Boston, United States  
Grade: 3.33 (4);  
Co-founder of BU News Service.

#### COLOGNE UNIVERSITY OF APPLIED SCIENCES KÖLN INTERNATIONAL SCHOOL OF DESIGN

Bachelor of Arts,  
Integrated Design  
Sep 2016 - Jul 2020  
Cologne, Germany  
Grade: 1,5 (sehr gut);  
Member of the International AG  
and the Alumni AG;  
Manager of school's social media.

#### UNIVERSITY OF SYDNEY SYDNEY COLLEGE OF THE ARTS

Study Abroad, Visual Arts  
Aug 2019 - Jan 2020  
Sydney, Australia

### EXPERIENCE

#### SENIOR COMMUNICATIONS PARTNER TO THE MANAGING BOARD

Siemens Healthineers · Apr 2021 - Present · Erlangen, Germany

Lead and oversee the creative design and production of communication assets for all Managing Board Members, including executive presentations, newsletters, videos, events, websites, and social media across internal and external channels.

Develop multimedia content for thought leadership, earnings releases, tech news, crisis communications, awareness campaigns, employee engagement, and year-end messaging.

Drive the evolution of brand design and advise global teams on brand usage, consistency, visual storytelling, and reputation monitoring.

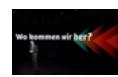
### SELECTED PROJECTS



Quarterly earnings release

Jul 2022 - Now

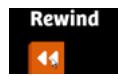
Presentations & creative production



Annual Shareholders' Meeting

Feb 2026

Presentations & stage design



Rewind

Dec 2025

Content & creative production



Cancer Awareness Months

Nov 2025

Content & creative production



Leadership Kickoff

Oct 2025

Presentations & stage design



Next-level 3D Presentation

Oct 2025

Idea management & training



CEO Pioneering Art series

Jul 2025 - Now

Idea, content & creative production



50 Years of CT

May 2025

Content & creative production



SPS Expo

Nov 2024

Project management & moderation



CFO "Ask me anything" series

Jan - Mar 2024

Content & creative production



MBM Season's Greetings

Dec 2023, 2024, 2025

Project management & production



CEO LinkedIn Live

Jul 2023, May 2024

Social media & creative production



T-Club Future Camp

July 2023

Event promo & creative production



Employee Appreciation Day campaign

Mar 2022, 2023, 2024

Content & creative production



CTO Medtech newsletter

Dec 2021 - Apr 2022

Content & creative production



SHIFT Innovation Center Challenge

Oct 2021

First prize winner

### GRAPHIC & UX DESIGN SPECIALIST

SAP Hybris · Jan 2021 - Mar 2021 · Munich, Germany

Designed sales presentations, strategy slides, event keynotes, landing pages, and marketing collateral for SAP Customer Experience and the Center of Excellence.

Improved customer journeys by developing personas and UX maps, supporting global sales training and marketing initiatives.

### SELECTED PROJECTS



SAP CX Buyer Persona

Mar 2021

Content & creative production



Commerce Move Golden Pitch

Mar 2021

Presentations production



SAP CPQ Road Map

Mar 2021

Presentations production



SAP Partner Enablement

Mar 2021

Presentations production



SAP CX Solution GTM

Mar 2021

Presentations production



SAP Customer Success Summit

Feb 2021

Presentations production

# SICHUAN INTERNATIONAL STUDIES UNIVERSITY

## SCHOOL OF ENGLISH STUDIES

### Bachelor of Arts, English and Mass Communication

Sep 2007 - Jun 2011  
Chongqing, China

Grade: 4.22 (5);  
First Prize winner of National English Competition for College Students (NECCS);  
First-class scholarship recipient; Chief Editor of SISU College News Service;  
Head of Student Association Communication Department.

### EXPERTISE

#### LANGUAGES

Mandarin Chinese (Native)  
English (Highly fluent)  
German (Proficient)

#### DESIGN & VIDEO

Adobe Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Dimension, XD, Figma, ConceptBoard, PowerPoint.

#### WEB & PUBLISHING

WordPress, YessPress Newsletter, Sprinklr, SharePoint, Sway, HTML.

#### DATA & MANAGEMENT

Word, Excel, Forms, Power BI, Microsoft Planner, Microsoft Loop, Azure Boards, Jira, Trello.

#### AI

Adobe Firefly, Midjourney, Runway, Sora, Nano Banana, Suno, Microsoft Copilot, Google Gemini, ChatGPT.

#### LEADERSHIP

Public Speaking, Executive Presentation, Keynote Coaching  
Process Communication Model (PCM), MBTI & influencing  
Siemens communication project management & measurement  
Graduate, Siemens  
Professionals Engaged in Active Communications (SPEAC), 2023

# CREATIVE STRATEGIST

MultiConnexions · Sep 2019 - Dec 2020 · Sydney, Australia

Led the design of multilingual marketing collateral, social media content, and event assets, and provided cultural and diversity consultancy for leading brands including Telstra, ANZ, Medibank, EnergyAustralia, Event Cinemas, NRMA, and Cricket Australia.

Developed marketing strategies and creative content, and supported performance analytics and campaign optimization, helping overseas brands enter the Australian market.

### SELECTED PROJECTS



#### ANZ Financial Wellbeing

Dec 2020  
Creative production



#### Event Cinemas WeChat campaign

Mar 2020  
Social media & creative production



#### EnergyAustralia New Year

Feb 2020  
Creative production



#### Ethnic Business Awards

Oct 2019  
Branding & creative production



#### Telstra WeChat campaign

Sep 2019  
Social media & creative production



#### NRMA Online Consult campaign

Jun 2020  
Creative production

# MEDIA PRODUCER

Learnship · Feb 2019 - Sep 2019 · Cologne, Germany

Designed and produced multimedia and multilingual study content for a business language learning platform, including videos, app UI, and digital case study material.

Enhanced brand design and developed guidelines and templates to streamline and standardize content production.

### SELECTED PROJECTS



#### Case study digital books

Aug 2019  
Content & creative production



#### Language learning video series

Mar 2019  
Filming & creative production

# DESIGN THINKING ASSISTANT

Detecon International · Jul 2018 - Feb 2019 · Cologne, Germany

Designed toolkits, templates, and visual assets for design thinking workshops for clients including Deutsche Telekom, Bayer, and BARMER.

Facilitated training sessions on service design, business storytelling, presentation design, and cross-cultural communication.

### SELECTED PROJECTS



#### Future Learning Study

Nov 2018  
Creative production



#### Lakner Design Thinking Workshop

Oct 2019  
Workshop design & production



#### Bayer Patient Journey

Aug 2018  
Journey mapping & consultancy



#### BARMER Design Thinking Workshop

Jul 2018  
Workshop design & production

# CREATIVE DESIGNER

BBDO Group Germany · Apr 2017 - Sep 2017 · Düsseldorf, Germany

Designed campaign key visuals, creative assets, POS material, and activation toolkits for brands including M&M's and Dr. Oetker, as well as for recruitment and agency events.

Created and pitched integrated marketing concepts to win new business, including projects for Snickers, 5 Gum, Whiskas, Postbank, Douglas, and smart.

### SELECTED PROJECTS



#### 5 Gum Cooling Mist pitch

Aug 2017  
Idea & creative production



#### Dr. Oetker Sweet & Easy

Jul 2017  
Creative production



#### M&M Facebook campaign

Jun 2017  
Creative production



#### BBDO Campus Recruitment

Apr 2017  
Content & creative production

## EVENTS

### CORK FILM FESTIVAL

#### Distribution Assistant

Nov 2018 · Cork, Ireland

Promoted the festival citywide through poster and flyer distribution; facilitated crowd control and ticketing.

### INTERNATIONAL FILM FESTIVAL ROTTERDAM

#### Paper Tiger

Jan - Feb 2017

Rotterdam, Netherlands

Curated and arranged promotional displays including posters, flyers, brochures, and reviews across festival venues.

### INTERFILM BERLIN

#### Moderator & Interpreter

Nov 2016 · Berlin, Germany

Moderated the “Focus on China” program, hosted and interpreted Q&A sessions with filmmakers from China, and promoted the program across multiple channels.

### SUNDANCE FILM FESTIVAL

#### New Frontier Associate

Jan - Feb 2016

Park City, United States

Supported event operations by assisting artists with AR/VR film installations, managing venue flow and guest relations, and training new volunteers.

### AIESEC INDIA

#### Education Ambassador

Aug 2010 - Sep 2010

Chandigarh, India

Taught dance, drawing, and language to underprivileged children at Aruna Asaf Ali Memorial Trust in Chandigarh; served as Culture Delegate to promote global awareness through community activities.

## LEAD MARKETING DESIGNER

Cambridge Network · Feb 2013 - Sep 2016 · Waltham, United States

Established and managed the full brand identity for KnowledgeLink, a Cambridge Network spin-off, including its sub-brands spanning education exchange programs, international schools, and American offshore campuses.

Led a cross-continental design team and oversaw global marketing collateral across print, video, digital, social media, events, merchandise, and study material production.

### SELECTED PROJECTS



#### KL International School

2015, 2016

Branding, marketing & design



#### KnowledgeLink Whitepaper

2015, 2016

Design & production



#### NAIS Annual Conference

2014, 2015, 2016

Marketing design & production



#### Harvard Leadership Seminar

Oct 2014

Marketing design & production



#### Exchange program promo

2014, 2015, 2016

Branding, marketing & design



#### KnowledgeLink global website

2014

Project management & production

## MULTIMEDIA REPORTER

Cape Cod Times · Jun 2012 - Sep 2012 · Hyannis, United States

Produced multimedia and investigative journalism content for the newspaper and website.

Hosted and edited the award-winning web series CapeCast, while managing digital content across capecodonline.com and social media channels.

### SELECTED PROJECTS



#### CapeStyle: Street fashions

Jul, Aug 2012

Content creation & photography



#### Biofuels - from waste to value

Jul 2012

Filming, interviewing & post production



#### Cape Cod Festival of Magic

Aug 2012

Show hosting & post production



#### Cape Cod Lifesaving Competition

Aug 2012

Filming, interviewing & post production



#### J-1 Workers on the Cape

Aug 2012

Story & video production



#### Mudflat Mania in Brewster

Aug 2012

Photography & show hosting

## TESTIMONIAL

Yancey's strategic and unique skills in conveying complex messages to a high-standard audience, including the supervisory board, have been invaluable. Her diligent, fast-paced, and collaborative attitude has ensured that all communications are clear, impactful, and effective.

### FILIPA BAPTISTA

Siemens Healthineers

Yancey impressed us with her extremely high motivation to learn and work, and her ability to quickly familiarize herself with new tasks and departments. Her conduct toward colleagues, superiors, and business partners was exemplary at all times.

### MARC WAGNER

Detecon International

Yancey designed unique experiences for our customers. She worked virtually with teams across multiple time zones while completing the projects under tight deadlines. All given tasks have been carried out independently, with the highest level of engagement to our fullest satisfaction.

### EUGENIO CASSIANO

SAP Hybris

Yancey impressed us all, not only with the excellent quality of her executional work, but also with her ability to think strategically and conceptually – proactively developing ideas for various brands. On top of all this, her positivity, enthusiasm and willingness to learn made her a fantastic team player.

### MIKE BAYFIELD

BBDO Germany