



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 [link](#)
Jul 2022 - Now
Presentations & creative production



Annual Shareholders' Meeting
Feb 2026
Presentations & stage design



CEO NCDs series [link](#)
Mar 2026 - Now
Idea, content & creative production



Healthineers 2025 Rewind [link](#)
Dec 2025
Content & creative production



Cancer Awareness Months [link](#)
Nov 2025
Content & creative production



Leadership Kickoff
Oct 2025
Presentations & stage design



Next-level 3D Presentation
Oct 2025
Idea management & training



50 Years of CT [link](#)
May 2025
Content & creative production



SPS Expo
Nov 2024
Project management & moderation



CFO "Ask me anything" series [link](#)
Jan - Mar 2024
Content & creative production



MBM Season's Greetings
Dec 2023, 2024, 2025
Project management & production



CEO LinkedIn Live [link](#)
Jul 2023, May 2024
Social media & creative production



T-Club Future Camp
July 2023
Event promo & creative production



Employee Appreciation Day
Mar 2022, 2023, 2024
Content & creative production



CHRO Sustainability Report [link](#)
2022 - Nov 2025
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



NAIS Annual Conference
2014, 2015, 2016
Marketing design & production



Exchange program promo
2014, 2015, 2016
Branding, marketing & design



KnowledgeLink Whitepaper
2015, 2016
Design & production



Harvard Leadership Seminar
Oct 2014
Marketing design & production



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



Cape Cod Festival of Magic [↗](#)
Aug 2012
Show hosting & post production



J-1 Workers on the Cape [↗](#)
Aug 2012
Story & video production



Biofuels - from waste to value [↗](#)
Jul 2012
Filming, interviewing & post production



Cape Cod Lifesaving Competition [↗](#)
Aug 2012
Filming, interviewing & post 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