

Yanan Guo

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Permanent Resident

NSW full driver licence

Summary

With 10 years of customer service support, marketing/promotion coordination and branding experience, I am looking for a career change to use my passion, knowledge, and skills to deliver exceptional care services to the elderly.

Career history

Student Work placement (120 hours)

Adventist Aged Care Wahroonga Elizabeth Lodge

May 2025

Provide personal care under supervision:

- *Dressing, undressing, and grooming*
- *Eating and drinking using required mealtime assistance techniques and equipment, ensuring client has physical access*
- *Oral hygiene*
- *Showering*
- *Toileting and use of continence pads*

Parenting duties

July 2021 – now

Caring for family member with terminal illness

Dec 2019 – June 2021

- *Assist with ADL duties such as feeding, dressing, attending medical appointments.*

Business Partner

July 2013 – Oct 2019

K&L Fashion Group, Sydney

Established and managed my own fashion/garment online retail business for 8 years after settled in Australia, while fulfilling my parenting responsibilities.

Responsibilities and achievements:

- *Act as buyer's agent in Australia, source products and suppliers and logistic coordination between Australia, China and South Korea*
- *Business planning, financial planning and reporting, and marketing*
- *Provide exceptional customer service via phone, emails, and social media platforms*

Promotion Supervisor (Commercial Property Management)

China Resources Land Limited, China

Feb 2011 - Dec 2012

Reporting to Commercial Property Manager, I was responsible for the regional commercial promotion campaigns, leading a team of 5.

Responsibilities and achievements:

- *Successfully led and coordinate promotion campaigns for CR Land's 4 big shopping malls in Shandong region*
- *Responsible for promotional materials design, review, distribution*
- *Work closely along with Public Relations and Marketing team, coordinating promotional video programs production with external producers*
- *Lead, coach and supervise team trainees in completing assigned projects.*
- *Other assigned marketing and promotional tasks for CR Land's commercial property management department.*

Skills

Personal Care, Design, Marketing, Administration, Team Work, Event Coordination and Customer Service.

Languages

Chinese Mandarin, English and Korean

Education

Certificate III in Individual Support

Completed June 2025

Charter Australia

Provider First Aid

Completed April 2025

Charter Australia

Master of Arts in Visual Communication Design

Graduated in 2010

Kookmin University, Korea

Multiple finalists in CI design competitions in Korea while studying.

Bachelor of Arts in Design and Art

Graduated in 2006

Southeast University, China

Referees

Available on request