

Jingdan Zhang, Cleo

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Education

The University of Hong Kong

Hong Kong

Bachelor of Business and Administration (Major in Economics & Marketing)

Sep 2012 – Jul 2016

Completed HKICPA Conversion Programme and obtained Accounting and Finance major in CityU

- Second Class Honours (Division One)
- Award: HKU Foundation Scholarship for Outstanding Mainland Students (HK\$640,000)

Benxi High School

Liaoning

Secondary Degree

Sep 2009 – Jun 2012

- Top 1 out of 250,000 candidates in China National College Entrance Examination of Liaoning Province

Working Experience

PricewaterhouseCoopers

Hong Kong

Assurance Associate (Attained high performance rating, top 10%)

Jun 2016 - Present

- Major client portfolio: FountainVest PE Fund, ARCM hedge Fund, China Taiping Insurance, Bank of Communications (International) IPO project Buffalo, Bank of America – Merrill Lynch
- Independently completed industry research and comparable analysis for Chong Hing Bank within tight deadline
- Obtained a good understanding of different financial service sectors, including asset management, bank and insurance
- Familiarized with both HKFRS and PRC GAAP, by assessing changes of accounting standards and regulations
- Individually performed valuation of investments of PE fund measured with different levels of fair value hierarchy, including China IMAX, Meituan Dianping and DIH Exceed, within various valuation models
- Conducted year-end audit, final analytical review and consolidation adjustment on financial statements
- Understood, evaluated and validated entity's significant business processes and controls over investment cycle and valuation reporting cycle with fund administration
- Facilitated the initial public offering of BOCOM (International), and performed audit work done on working capital sufficiency statement and indebtedness statement within HKSIR and HKSRS specific frameworks
- Reviewed disclosure notes of Taiping interim financial report, including fixed assets, investment property, insurance debtors, equity compensation benefits and financial risk management
- Acted as contact points and coordinated benign communication with clients and improved audit efficiency

Weber Shandwick PR Consultancy

Beijing

Digital Communication Intern (Attained return offer)

Jun – Aug 2015

- Projects on hand: Kindle, Mercedes-Benz, CBRE, McDonalds
- Initiated 360° marketing campaigns for key clients, and organized offline events, attracting 1,000+ participants
- Prepared deliverable presentation deck and directly reported to Marketing Director of key clients

China Construction Bank

Liaoning

Summer Intern

Aug 2013

- Provided private banking consultancy services to high net worth clients based on personalized investment goals
- Understood process of commercial banking operations

Activities & Leadership Experience

Unusual HK(WeChat Official Account)

Hong Kong

Chief Editor (engaged in monthly editorial arrangements and contents design)

Jun 2016 - Present

- An Online-to-Offline platform dedicated to establishing an interactive community and enriching local life for Hong Kong residents, with 10,000+ followers
- Took part in strategic marketing and online traffic monitoring, responsible for increasing user activity

Mainland Student Music Club, The University of Hong Kong

Hong Kong

Founder / Chairman

Apr 2014 - Present

- Initiated the first mainland student original music project in HK, crowd-funded ¥20,000+ on Dreamore.com
- Launched the first HKU mainland student band-show concert "Landman", achieved HK \$100,000+ box-office revenue
- Projected comprehensive commercial feasibility analysis, raised HK \$30k+ funding from Tencent, Netease, and Red Bull

Chinese Students and Scholars Association Undergraduate Department, HKU

Hong Kong

General Vice President

Oct 2013 – Oct 2014

- Organized the annual recruitment, designed the recruitment process and elected 18 executives from 150+ applicants
- Led 6 campus-wide activities, covering 300+ students in HKU

Skills & Interests

- **CPA to be** (Completed Module A, Module B, Module C and Module D)
- **Skills:** Proficient in MS Office (Excel, Word, PowerPoint), Experience user of Bloomberg and SPSS, Photoshop
- **Languages:** Fluent English (TOEFL:109), Native Mandarin and Basic Cantonese
- **Interests:** Volleyball (National Grade 2 Athlete), Piano