

XIWEN ZHANG

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EDUCATION

Columbia University, Graduate School of Arts and Sciences

New York, USA

M.A in Statistics (GPA 3.82/4.0)

Sep 2012-Dec 2013

- Data Mining, Linear Regression Model, Statistical Methods for Finance, Elementary Stochastic Process, Time Series Analysis, Corporate Finance, Statistical Inference

Imperial College London

London, UK

BSc in Mathematics and Statistics with Finance (GPA 3.75/4.0)

Oct 2009-June 2012

- Finance and Financial Management, Managerial Economics, Scientific Computation C, Time Series, Survival Models and Actuarial Applications, Credit Scoring, Applied Probability

Raffles Junior College

Singapore

GCE A-Level

Jan 2007-Jan 2009

- **Full scholarship** awarded by Singapore Ministry of Education to top students from 2004 to 2008

WORK EXPERIENCE

Marketing Management Analytics – An Ipsos Company

New York, USA

Consultant

Mar 2014 – Present

- Developed research and analytical skills through building marketing mix models on massive data in order to provide business insights and optimize client's marketing budget
- Successfully contributed to high-value client relationship management
- Managed multiple projects with minimal supervision and limited time constraints

SooChow Securities

Beijing, China

Intern, Investment Bank Department

Jun 2013-Jul 2013

- Gathered information during a business trip by reviewing company's documents and visiting product line
- Examined and analysed the company thoroughly to make investment decision
- Assisted the clients to equip basic financial knowledge and formalise company's balance sheets

UOB (United Overseas Bank)

Beijing, China

Intern, Credit Administration Office

Aug 2011-Sep 2011

- Analysed and examined the strategic rationale, risks, and potential synergies of the clients with the team
- Developed proficient skills in Excel by analysing and generation balance sheets
- Processed of debt lending and repayment using internal database

HSBC

Shenyang, China

Intern, Commercial Bank and Compliance Office

Jul 2010-Aug 2010

- Collaborated with colleagues in various projects and developed the adaptability in large organisations
- Owned responsibility for filing and documenting on a SME project with the commercial bank team
- Persuaded and ensured clients to cooperate with the bank for a highly maintained partnership

ACHIEVEMENTS AND ACTIVITIES

Vice President of Business Development, AIESEC Imperial

Oct 2011–Sep 2012

AIESEC is the largest non-profit organization aiming at enhancing global interaction via international exchange programs

- Co-founded and led the group to develop to an influential association with twenty core members

Finance Society member, Imperial College London

Oct 2009-June 2012

- Developed great interest in finance industry by actively attending most of the business talks
- Helped to organize and hold career events on Campus

Vice president, Interact Club, Raffles Junior College, Singapore

Jan 2007-Jan 2009

- One of 50 specially selected interactors in Raffles Interact Club
- Organized Mega event 'Rotary Carnival' targeting all beneficiaries from Singapore, negotiated sponsors, coordinated performance
- Volunteered to aid intelligently disabled children in MINDS weekly for more than 200 hours

PERSONAL INFORMATION

Languages: Chinese: native speaker

Computer Skills: Microsoft Office Suite, R, C, MAPLE, SAS, SQL and LaTeX

Interest: Chinese Orchestra Liuqin (Gold Award in Singapore Youth Festival), Calligraphy (Golden Award from Sapporo Sino-Japan Calligraphy Friendship Association), Tennis (School Team)