

FAN Caiyi

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EDUCATION BACKGROUND

The Chinese University of Hong Kong (CUHK)

Master of Science in Marketing

Aug 2023 - Jun 2024

Hong Kong

University of International Business and Economics (UIBE)

Bachelor of Economics in Finance

Sep 2019 – Jun 2023

Beijing

INTERNSHIP EXPERIENCES

China Securities Co., Ltd.

Apr 2023 – Jun 2023

Intern Analyst of the Research Department

Beijing

- Lighting industry research report: Engaged in the in-depth research report of Opple, primarily authored the lighting industry section. Analyzed industry scale, concentration, hardware and software technologies, and terminal channels. Explored future concentration trends and performed competitor research, evaluating channels, business strategies, and equity changes to present a holistic competitive landscape.
- Cleaning appliance research report: Contributed to the specialized report on sweeping machines and floor washing machines, focusing on industry analysis. Examined the competitive landscape, analyzed cost divisions, industry chains, and upstream suppliers. Investigated Ecovacs and Dreame's strategic direction in integrating independent supply chains
- Support: Maintained and updated cleaning appliance database, designed and updated weekly sweeper sales data reports, and completed meeting minutes.

Miaozhendida (Beijing) Network Technology Co., Ltd

Oct 2022 – Mar 2023

Intern of TikTok Strategy

Beijing & Shanghai

- User growth analysis: Assisted in writing bi-monthly growth reports, analyzing TikTok's user growth data, stock, increase, and quality data. Conducted social attribution and analysis based on country/region-specific social news. Developed a growth model to predict future user growth and supported OKR formulation
- Competitive product analysis: Contributed to biweekly reports comparing TikTok with competitors like Kwai/YouTube shorts. Processed and analyzed user data, created data charts, and tracked product feature updates and iterations to understand the competitive landscape.
- E-commerce strategy: Participated in TikTok Shopping Center's product coverage project. Developed resource tilt strategies based on product richness and sales, wrote SOPs for operating departments, and facilitated cross-department collaboration. Monitored coverage and sales indicators using MySQL, evaluated project progress, and prepared review reports.

Hua'an Securities Co., Ltd.

Mar 2022 - Jul 2022

Intern Analyst of the Macro Research Department

Beijing

- Analysis of Macro Economy: assisted in writing the report of Chinese import and export, the inversion of the China-U.S. yield spread, etc., including literature collection, economic policy study, data processing and content writing
- Marketing Support: prepared documents for the roadshow, investigation and survey, and information session

KPMG Huazhen LLP

Feb 2022 - Mar 2022

Intern Auditor

Beijing

- ABS Project: assisted in the Asset Backed Securitization project of China Construction Bank (CCB Trust), including JE testing, and preparing audit working paper of due diligence
- Annual Audit: participated in annual audit of financial statements of Cinda Securities and China Securities

SKILLS

Language: IELTS 7.0 (L-7.5, R-7.0, W-6.0, S-6.5)

Computer Skills: Good at C++, SPSS, Stata, SQL, Think-Cell