

Siting Chen

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EDUCATION BACKGROUND

Lanzhou University
Bachelor of Finances

09/2019–06/2023

INTERN & PROFESSIONAL EXPERIENCE

Guangzhou Taiqi Food Co., LTD

Guangzhou Guangdong

Data Analyst in Marketing Analysis Dept.

June 2023–NOW

- Spearheaded the collection and management of critical marketing data, ensuring accuracy and integrity in customer, sales, and market trend datasets.
- Performed in-depth analysis using statistical tools, translating complex data sets into understandable reports, aiding in strategic decision-making processes.
- Assisted in shaping marketing strategies through data-driven insights, influencing product positioning, pricing, and promotional activities.
- Conducted comprehensive market research to identify industry trends and customer preferences, utilizing both qualitative and quantitative methodologies.

China Guangfa Bank Foshan Branch

Foshan Guangdong

Corporate Business Intern

July 2022–August 2022

- Became familiar with banking products, daily operation process, and related business policies and regulations;
- Assisted the corporate business department in collecting relevant industry finance-related materials; sorted out and summarized competitive industries and market conditions;
- Made product strategy recommendations with data visualizations and insights;
- Analyzed business requirements and business cases for products with a data- and hypothesis-driven approach.

Guorong Securities

Guangzhou Guangdong

Finance Intern

July 2021–August 2021

- Prepared for public stock offerings, including preparation for related exchangeable bonds and private projects, and collected materials for assets reorganization projects;
- Assisted the project team to collect, organized working papers, and drew up a deliverable business plan and trading plan;
- Had a basic understanding of Investment Fund Law, Securities Law, and the Company Law and other relevant legal documents; understood equity acquisition and merger required by the company after liquidation procedures;
- Participated in liquidation, archive, and other supporting work.

INDUSTRIAL AND COMMERCIAL BANK OF CHINA Life Insurance Dept.

Foshan Guangdong

Business Management Intern

July 2020–August 2020

- Understood and conducted in-depth analysis on the three types of insurance and deliver key data analysis to support the evaluation of their monthly business performances;
- Tracked business progress, explored insights from dynamic data, initiated projects on this basis, and continued to provided suggestions on business decisions;
- Conducted research and drafted the financial analysis based on three types of insurance and analyze the potential risk of the products;
- Drafted comprehensive deliverables to address the needs and designed an Excel spreadsheet that included accurately updated client accounts in the management system.
- Created an analysis model which generates the final data analysis results based on the financial performance of each product and provided financial suggestions for the products.

EXTRACURRICULAR ACTIVITIES

• participated in the "Messenger's Alma Mater Tour" activity organized by the Lanzhou university, returned to high school to promote their university, and was specifically responsible for organizing and preaching.

• participated in the summer practice project of "Lanzhou University to Zhangye Sunan Yugur Autonomous County Public Welfare Service", interviewed local residents and learned about local culture, and was mainly responsible for organizing members to write project declaration forms and partial closing reports.

• University-level Innovation And Entrepreneurship Projects

In the project of "Research on the Mechanism of Large-scale Poverty Return in Northwest Backward Areas", I was mainly responsible for organizing the research team to visit the homes and the final defense.

SKILLS

Computer Skills: Microsoft Offices (Word, Access, Excel, Power Points), STATA, WIND;

Language Skills: Chinese (Native), English (Proficient);