

# Resume

---

## Wang Yuxinyi

Age: 23 | Phone: 17743045330 | Email: Antoniawang1204@163.com

## Education

The Chinese University of Hong Kong — Master's in Marketing (July 2024 - June 2025)

Jilin University — Bachelor's in Human Resource Management (September 2019 - June 2023)

- GPA: 3.3/4.0 (86/100), Second-Class Scholarship (2 times), Second Prize in Business Value Creation Competition, Top Ten Campus Journalists, etc.

## Internship Experience

Caitong Securities Research Institute — Macro Group Intern (June 2024 - September 2024)

- Data Visualization and Analysis: Utilized iFind, Wind, Fred, and other overseas databases to gather data and create charts. Updated macroeconomic forecasts, monthly reports, and participated in the framework development of in-depth reports, covering U.S. commercial real estate, U.S. bond yields, U.S. inflation data, U.S. fiscal policy, U.S. and EU elections, and European economy.
- Report Writing: Assisted in completing over 10 major research reports, including Emerging Markets — Focus on India, Emerging Markets — Focus on Vietnam, U.S. Credit Risk Series, Argentina Reforms, U.S. Financial Crisis Series, Review of U.S. Tax Reform, Interpretation of U.S. July Inflation Data, U.S. Election Policy Tracking, etc. Also wrote 6 briefings for clients and was responsible for daily news updates on the Middle East and Southeast Asia.

Xinxing Casting Co., Ltd. — Operations Management Specialist (February 2023 - September 2023)

- E-commerce Marketing: Managed Alibaba International Platform, created promotional videos highlighting product advantages, analyzed user paths and conversion data using traffic management tools, optimized product details and targeted customer ads, resulting in a 20% increase in store visits and a 10% increase in paid conversions.
- Customer Development: Leveraged social media to identify potential customers, interacted with clients to understand their needs, explained product benefits, and completed tasks such as quotations, sample provision, shipping, and payment, bringing over 20,000 RMB in sales.

Shanghai (Fudan University) Consumer Market Big Data Research Center — Research Assistant (June 2022 - August 2022)

- **Data Analysis:** Wrote Python scripts to scrape data on Shanghai's Qingming Festival foot traffic, the survival rate of 986 stores, and the Wuwu Shopping Street, cleaned and visualized the data using QGIS.
- **Report Writing:** Conducted fieldwork with over 300 economic entities to understand their business operations. Wrote an analysis report on Shanghai's local consumer market trends, including foot traffic, store distribution, and other aspects, providing policy recommendations to the Shanghai Municipal Commercial Department and strategies for enterprises to adjust production.

China Shipbuilding Lingjiu High-Tech Co., Ltd. — Marketing Specialist (December 2019 - February 2020)

- **Business Promotion:** Led the promotion of smart city business in the Inner Mongolia Autonomous Region, formulated plans and strategies to reach business goals, organized technical exchange meetings, attracting over 2,000 customers and enhancing the company's brand influence.
- **Customer Maintenance:** Regularly visited customers to identify issues with the system, assisted in solving problems, strengthening customer loyalty and gaining trust from business partners.
- **Project Implementation:** Participated in the full process of implementing and landing smart city projects, coordinating resources to ensure high-quality delivery of each project, and ensuring effective recovery of payments, achieving a win-win situation for the company and customers.

## Campus Experience

Jilin University TV Station — Deputy Head of TV Station (October 2019 - June 2023)

- **Content Operations:** Led the operation and management of the TV station's Douyin account, developed creative video content based on campus events and social hot topics, continuously adjusted topics and presentation formats based on viewing and feedback data. Produced over 100 original videos, attracting 450,000+ followers and receiving 1.23 million+ likes.
- **Team Management:** Responsible for organizing daily work and personnel assessments across TV station departments, regularly organizing experience-sharing sessions and cultural activities to empower the team, improving the overall level and strengthening team cohesion and sense of belonging.

## Professional Skills

- Proficient in Office, Photoshop (PS), Premiere Pro (PR), and other software
- Skilled in using Python, R, and other data analysis tools

- Fluent in English (IELTS 6.5, CET-6, CET-4)