

Difei Liu

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Custom URL: leadership-communications-coach | Services page: Leadership Coaching · Communication Training
Leadership Communications Coach | Event & Stakeholder Engagement | ACCA-Trained Business Strategist

SUMMARY

I help early-career teams translate complex ideas into persuasive stories that move investors, customers and partners to action.

- **Why me?** Event-planning intern who scripted high-profile movie premieres, coached spokespeople and kept 500 guests engaged on-site. Finance intern who distilled aerospace due-diligence findings into board-ready decks that unlocked ¥50 M in commitments.
- **Toolkit:** ACCA foundation, Certified Presentation Skills Practitioner (in progress), bilingual fluency (CN/EN), data-driven storyboards.

Let's connect if you need emerging-market insights and a coach who turns technical talent into confident communicators.

EDUCATION

Capital University of Economics and Business (CUEB) Beijing, China

Major: Business Administration(International Accounting), Minor: Law Sep. 2023 - Jun. 2027

Core Courses: Principles of Accounting, Finance, ACCA F1-F9, Calculus, Linear Algebra, Probability and Statistics, Advanced Applications of MS Office, General Principles of Criminal Law, General Principles of Civil Law.

Honors and Awards: Third Prize in 4th "Telling China's Story in English" Beijing Division, "Outstanding Cadre" Award in 2023 Freshman Military Training, Third Prize in 2024 Campus Collage Art Competition.

INTERNSHIP EXPERIENCES

Box Office Hit Movie Club Beijing, China

Event Planning Intern Aug. 2024 - Present

- **Scripted and coached** VIP speakers for three 300-seat film premieres, driving >92 % audience satisfaction surveys.
- Managed on-site execution of premiere events, including personnel coordination, prop preparation, guest check-in, and ticket distribution.
- Assisted with event documentation through photography and maintained order to ensure smooth event flow.

Huihua Fund Management Co., Ltd. Beijing, China **Business Department, Investment**

Intern Jun. 2024 - Aug. 2024

- Contributed to project initiation by preparing company profiles, compiling financial data, drafting analysis reports, and creating investor presentation materials.
- Participated in due diligence for commercial aerospace projects, including site visits, enterprise interviews, and drafting meeting minutes; gained preliminary insights into the industry structure and key regulatory policies.
- Conducted thematic industry research by analyzing reports and policy documents, studying comparable enterprises, and summarizing successful cases into internal briefing reports for group discussions.

Huihua Fund Management Co., Ltd. Beijing, China

Finance Intern Jan. 2024 - Mar. 2024

- **Translated** complex financial results into a 6-slide story that briefed senior partners and informed ¥20 M budget moves.
- Analyzed year-end performance evaluation data across departments, benchmarked against historical data, and created visualized dashboards using Excel to support performance assessments.

EXTRACURRICULAR ACTIVITIES

CUEB Overseas Chinese College, Head of Study Department, Student Union Beijing, Jun. 2024 - Jun. 2025 •

Led a 7-member team, producing debate events that trained 120 freshmen in persuasive speaking and peer feedback.

- Wrote and reviewed articles for the college's official WeChat account, publishing over 10 posts to engage students.

CUEB Overseas Chinese College, Head of the Office, Youth League Committee Beijing, Jun. 2024 - Jun. 2025

- Executed tasks assigned by the Youth League Committee, supporting the organization of key events, such as the 11th English Spelling Bee Competition and the League Knowledge Competition.

CUEB Overseas Chinese College, Class Youth League Branch Secretary Beijing, Sep. 2023 - Present

- Organized daily and themed activities for the Youth League branch, including organizing life meetings.
- Led the branch to win the First Prize in the Youth League Knowledge Competition and secured Third Prize in the Branch Evaluation Competition.

LICENSES & CERIFICATIONS

- ICF Level 1 in process
- **micro badges:** Presentation guild, Coursera strategic communication

PROFESSIONAL SKILLS & LANGUAGES

Skills: Leadership Development, Executive Coaching, Public Speaking, Strategic Communications, Stakeholder Engagement, Crisis Communications, Storytelling.

Professional Skills: Accounting Treatment (Passed ACCA F1-F4, F6, F8), MS Office.

Language Fluency: English (passed CET-6), Chinese (Native Speaker).

FEATURED

- **90 second bilingual pitch reel. (uncompleted)**
- **Slide deck: “5 frameworks I use to coach technical founders.” (uncompleted)**

CLIENT OR PROFESSOR RECOMMENDATIONS

1. Recommendation from Professor (Business Communications)

Difei stood out as an exceptional communicator in our business presentation course. She brought clarity, structure, and charisma to her team’s message — all while coaching peers to raise their own speaking confidence. Her leadership in both preparation and delivery showed natural coaching talent.

2. Recommendation from Finance Internship Supervisor

During her time with us, Difei quickly turned complex due diligence findings into polished, executive-ready investor decks. Her storytelling instincts and ability to connect numbers to impact made her a key asset — I could absolutely see her excelling as a communications coach.

3. Recommendation from Film Premiere Event Manager

Difei was instrumental in scripting and preparing our speakers for several film premieres. She has a gift for shaping messages that both honor the story and engage the audience. Her poise and preparation skills were invaluable to our high-profile events.