Heng Li

6075 Fernview Avenue, Cincinnati, Ohio 45212

Hengli0312@gmail.com **|** (937)956-2366

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business, Cincinnati, Ohio   August 2020

Master of Science in Business Analytics   GPA: 3.93/4.0

- **Relevant Coursework:** Statistical Methods & Modeling, Data Wrangling/Mining/Management & Visualization, Forecasting & Time Series Methods, Probability Model, Optimization

Wright State University, Dayton, OH   May 2019

Bachelor of Science, Finance and Investment   GPA: 3.69/4.0

EXPERIENCE

Unique Melody Co. (Chinese Audio Company), Cincinnati, OH   August 2019-

International Marketing Specialist (Part-time)

- Took part in the product design of the model "MEST" International Edition. Announced three new products through social media, designed and implemented the marketing strategies for these products.
- Redesigned the online sales channels for Unique Melody. Exploited the company's markets in Singapore, Malaysia, and Indonesia.
- Brought company's products to New York CanJam Audio Show in 2020. Helped Unique Melody's new product "MEST" become one of the top 3 best sellers of In-Ear Monitors over $1000 in 2020 CanJam Show.
- Arranged the largest audition tour in the company's history. 31 organizations, audio magazines, and influencers have participated in this tour. Unique Melody has become one of the most well-known Chinese headphones company after this tour.

Wright State University, Dayton, OH   January 2017 - May 2017

Academic Tutor

Helped undergraduate students in Finance, Economics, and Accounting with their course works. All eight assigned students had at least one letter grade improvement from the first mid-term exam to the final exam.

Jinan Shengshitaizi Media Co., Jinan, Shandong, China   February 2014 - August 2015

Founder

- The business mainly covered providing audio equipment and services to music-related live shows; producing music (music demos, albums); selling music instruments; providing music lessons.
- Initiated Shandong College Musicians League. Eleven universities' music clubs and over one thousand college musicians and music lovers joined our league. We held twelve music festivals across the province in the league's name.
- Raised over CNY300,000 funds from sponsors, such as PepsiCo. China, COFCO Group Jinan, for music festivals.

ACADEMIC RESEARCH/PROJECTS

- **Research on a Dual Problem Solution Strategy under Supply Hub Mode:** A exploratory study takes the minimum total supply chain costs as the target to solve limited storage capacity and unallowed stock-out problems. The paper is revising and planning to resubmit to the International Journal of Production Research.
- **Case Study with Great American Insurance Group:** Using Python based NLP methods, built a sentiment analysis model on 500,000 twitters, and then generated a general pipeline that can be applied to other data sources.
- **Forecasting Stock Returns with Machine Learning Methods:** A extended research based on the traditional Fama-French Three Factors model. Added Random Forests, XGBoost, Neural Networks to the traditional Linear method.
- **OffSup Inc. Sales Predictor (Shiny App) with Time Series Model:** A Shiny app based on ARIMA model that predict the sales growth with a seasonal pattern. The final model has over 80% prediction accuracy.
- **Predicting the Success Rate of Telephone Marketing:** Combined with the Logistic Regression model and Machine Learning methods to predict the success rate of telephone marketing in the banking industry.
- **Stock Evaluation Using Python:** Using python extracted stock data of Trinseo Inc. Generated moving average and exponential moving average curve to find out the best trading time.

- **Stock Investment and Portfolio Managing:** Built and managed the real investment portfolio for the Wright State University student investment account. We applied present value of cash flow, enterprise valuation, and merger and acquisition methods to evaluate stocks and make decisions.

SKILLS & CERTIFICATIONS

- **Analytical Packages:** Python, R, SAS, Tableau, SQL, MS Excel
- **Business Information Software:** Bloomberg Terminal
- **Communication Skills:** Developed professionally when I established my own business. Improved while working for Unique Melody where customer service is a part of my duty.

HONORS & ACTIVITIES

- *Dean's List Student, Wright State University*   August 2016—May 2019
- *High Honor Graduates, Wright State University*   Spring 2019