王鹤儒

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教育背景

康奈尔大学｜金融工程硕士　　　　　　　　　　　　　　　　　　　　　　　　　2021.8 – 2022.12
- **GPA**：3.83/4.00
- 主修课程：数据挖掘、大数据技术、随机过程分析、蒙特卡洛模拟、金融模型优化、衍生品、固定收益与利率

北京大学光华管理学院｜金融学学士　　　　　　　　　　　　　　　　　　　　　2016.8 – 2020.7
- **专业 GPA**：3.90/4.00
- 主修课程：数据分析与统计软件、时间序列分析、金融中的数学方法、证券投资分析、概率与统计、高等数学、线性代数

实习经历

快手科技有限公司｜数据分析实习生，数据分析部｜北京　　　　　　　　　　　　2021.1 – 2021.7
- **设计自动化周报，分析指标异动；**
  - 使用 Python 搭建周报数据产出模版，为团队节省了时间；监控 DAU、留存等核心指标，结合每周运营动作解释指标变动
  - 分层剖析核心指标异动，例如从用户画像、渠道、版本、活动标签等维度分析 APP 使用时长的下降，反馈改进建议
- **研究海外新市场下的垂类发展变化，撰写垂类运营白皮书**
  - 使用 R 根据用户画像相似度、视频类型分布等对垂类进行聚类分析；根据 APP 投放至今各垂类的播放量占比、点赞率、完播率等关键指标的变化，总结新市场引流及中长期垂类运营策略；设计视频类型占比、优质率等指标，维持产品生态健康
  - 设计 PGC/UGC 占比变化、内容优质率、互动指数等指标分析垂类创作特点，筛选主流优质创作者重点扶持
- **参与裂变拉新活动策略制定、看板设计、数据监控**
  - 通过 AB test 测试选取最优的裂变拉新方案，设计活动数据看板底层逻辑，监测拉新人数、留存率、成本等指标

橙色印象资产管理有限公司｜量化研究实习生｜北京　　　　　　　　　　　　　　2019.11 – 2020.3
- **挖掘期货高频交易因子，回测、优化因子模型；搭建回报率预测模型**
  - 挖掘具有经济可解释性的高表现因子，搭建夏普比率、胜率、CALMAR RATIO、换手率等测量指标对因子模型进行回测分析表现，使用平滑等方法对因子进行优化；进行因子相关性分析，探索遗传算法等多信号因子挖掘方法
  - 进行期货高频交易策略研究，使用 PYTHON 搭建包含动量、价量、展期等多维因子的期货回报率预测模型
- **进行黑色系、农业现货市场行业研究**
  - 分析铁矿石、双焦等黑色系，以及大豆等农业现货市场供需关系、成本构成、期现货关系等，各撰写 20+页行研报告

德勤（Deloitte）｜项目经理实习生，IT 咨询｜北京　　　　　　　　　　　　　　2019.6 – 2019.10
- **参与某大型国际车企汽车智能物流分配系统（AI Allocation）建设项目**
  - 分析客户过去 2 年的库存、需求、成本数据，为降低长鞭效应提出改进信息共享系统、缩短交货时间建议，为降低成本设计及时供应（Just-In-Time）库存管理方案，设计 20+页 PPT 汇报并得到好评及部分应用
  - 建立供应链要素杠杆模型，评估要素优先级；对客户及竞争者各地区经销商进行物流系统要素重要性与公司表现调研，分析问卷数据，搭建杠杆指标评估要素紧迫性，重点建设重要但表现弱的要素，削减不重要且表现强要素投入
  - 日常双向沟通客户需求与团队进度，撰写商业需求文档（BRD）、用户需求文档（URD）等，监控管理项目开发进度

埃森哲（Accenture）｜战略咨询实习生｜北京　　　　　　　　　　　　　　　　2018.12 – 2019.2
- **参与某大型国际支付公司中国市场反欺诈项目**
  - 测算 2013-2018 五年间中国反欺诈市场规模、人工智能与生物识别技术市场规模，进行市场概览报告
  - 运用波特五力模型框架，分析客户落地中国反欺诈市场的发展前景，例如从竞争者角度对市场现有竞争者进行公司战略、融资情况、技术优势等分析；从 AI、生物识别两种技术角度提出落地建议，设计 30 余页英文 PPT 进行汇报

课外活动

北京大学学生国际交流协会（SICA）｜公关部部长｜北京　　　　　　　　　　　　2017.8 – 2019.8
- 负责协会品牌宣传、赞助商运营、校友关系维护，运营公众号（订阅量 9k+），组织开展迎新大会、校友茶会等活动
- 担任圣加仑-中国&瑞士学生跨国交流项目主席，组织开展 2017-2018 年中瑞学生双边交流、企业参访、文化研讨会等

技能与兴趣

- **语言和证书**：英语精通（托福 112，六级 666），通过 CFA 一级（全球前 10%），通过 FRM 一级
- **软件和数据库**：SQL / Python / R / MATLAB / C++ / Bloomberg / Wind / Excel VBA
- **兴趣**：书法（软笔书法九级）、烹饪

Heru WANG

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EDUCATION

College of Engineering, Cornell University | Master of Engineering in Financial Engineering   2021.8 – 2022.12
- **GPA:** 3.83/4.00
- Relevant Coursework: Statistical Data Mining, Big Data Technology, Optimization Modeling in Financial Engineering

Guanghua School of Management, Peking University | Bachelor of Finance   2016.8 – 2020.7
- **Major GPA:** 3.90/4.00.
- Relevant Coursework: Data Analysis and Statistical Software, Time Series Analysis, Mathematical Methods in Finance

PROFESSIONAL EXPERIENCE

KWAI Technology Co., Ltd. | Data Analysis Intern | Beijing   2021.1 – 2021.7
- **Designed weekly auto report, analyzed core indicators variation; constructed DAU forecast model**
  - Designed weekly report data auto model through Python; monitored and explained changes of core indicators like retention rates
  - Provided structural analysis of changes of core indicators via Python and SQL; made recommendations for subsequent operations
- **Researched the development of vertical categories in new overseas market; provided operation suggestions**
  - Clustered vertical categories into classes based on similarity of user profiles; analyzed the trend of user preference and discovered the logic of vertical category traffic; designed indicators such as the proportion and quality of photo types to maintain a healthy environment
  - Selected mainstream high-quality creators through analyzing indicators such as PGC/UGC, content traffic and interaction index
- **Participated in the design and monitor of User Fission Program**
  - Selected the best plan by AB test. Designed the logic of key indicators of the program such as retention rates and cost through SQL

Orange Impression Asset Management, Ltd. | Quantitative Research Intern | Beijing   2019.11 – 2020.3
- **Explored high-frequency trading factors; Built return forecasting model**
  - Conducted factor mining and built factor models including momentum factors, price-quantity factors and term-structure factors; evaluated the factors' future selection ability using criteria such as Sharpe Ratio, Calmar Ratio, Average Margin, and Turnover Ratio; and optimized model factors through methods such as SMA processing and genetic algorithm;
- **Conducted research on the spot market of black series and agriculture**
  - Analyzed the spot market features such as the supply and demand relationship, cost composition, future and spot relationship of agricultural and black series spot market; explored useful info in the spot market; wrote 20+ pages of research reports for each industry

Deloitte | Project Manager Intern, IT Consulting | Beijing   2019.6 – 2019.10
- **Participated in the automobile intelligent Logistics Allocation System construction project**
  - Analyzed the demand, inventory, cost data in the past two years; put forward suggestions on reducing Bullwhip Effect to reduce risk and improve service; designed just-in-time inventory management strategy to reduce holding cost; wrote PPT of 20+ pages
  - Established a leverage model of supply chain elements to evaluate the priority of elements; Conducted survey on the importance logistics system elements and the performance of the company on distributors; selected elements in most need of improvement
  - Responsible for daily two-way communication between the client and our team; managed the progress of system development

Accenture | Intern, Strategy Consulting | Beijing   2018.12 – 2019.2
- **Participated in the Anti-Fraud project of a large international payment company**
  - Estimated the market scale of anti-fraud business and the AI and biometrics technology in China during 2013-2018
  - Analyzed the prospects of the client's entry into China' anti-fraud market using Porter's Five Forces Model; for example, from the perspective of competitors, conducted analyze on the company strategy, financing and technology strengths of competitors
  - Provided landing strategies for the client in both AI and biometrics anti-fraud business; designed 30+ English PPT report

EXTRACURRICULAR ACTIVITIES

Students' International Communication Association of PKU| Minister of PR | Beijing   2017.8 - 2019.8
- Maintained relationships with 10+ sponsors and 200+ alumni; organized activities such as Career Talks and Opening Ceremony; managed financial affairs, such as sponsorship and expenditures; operated the social media account of 9000+ followers
- Managed the company visiting and culture seminars for Chinese and Swiss students of the 2017 China-Swiss Student Camp

SKILLS & INTERESTS

- **Languages & Certification:** fluent in English (TOEFL 112, CET-6 666); passed CFA Level II (Top 10%); passed FRM Level I
- **Technical Skills:** SQL / Python / R / MATLAB / C++ / Bloomberg / Wind / Excel VBA
- **Interests:** Soft-Brush Chinese Calligraphy (the highest level), cooking