董　衡

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教育背景

2024.08 - 2025.05 GPA：3.7/4.0	美国伊利诺伊大学	商业分析学	硕士
2021.08 - 2024.05 GPA：3.9/4.0	美国伊利诺伊大学	会计学	学士

核心课程：数据分析、数据库管理、机器学习、企业金融、管理会计、经济学、博弈论、人力管理、供应链管理

个人网站：https://personal-website-beryl-eight.vercel.app

实习经历

2025.01 - 今	SourceReady（初创供应链引擎）	增长战略实习生	圣塔莫妮卡，美国

- 基于 AI 自动化开发并执行 Reddit 增长策略，通过 Crew.ai 与 Cursor 工具，训练 Reddit 机器人提升社区互动。
- 利用 PRAW（Python Reddit API 工具包）及 Pandas 进行社区互动的数据分析，识别用户互动趋势，精准投放营销。
- 建立个性化 ChatGPT 并自动生成帖子与回复内容，极大加速工作进程，每天只需要 20 分钟 Proofread 工作即可。
- 使用 NLP 方法清洗约 3000 份供应商 Excel 数据，实现半自动数据清洗，并搭建 AI API 数据库供查询。

2024.09 - 今	US Pharmacopeia	AI/ML 技术咨询者	芝加哥，美国

- 使用 Python 开发自动化工作流，持续收集和处理连续制造领域的研究数据，实现每月实时更新。
- 利用各平台 API 自动化抓取 300 个医疗关键词的数据并制作成搜索引擎供客户搜索相关医学期刊、视频、报道。
- 设计一键运行的 pipeline，并应用数据清洗技术以及 NLP（处理近义词）确保研究准确性。

2024.07 - 2024.08	凯丰投资	研究员 TMT 实习生	深圳，广东

- 研究泛娱乐行业，结合 Perplexity AI 分析市场趋势及舆论走向，整合实地调研结果至投资报告。
- 在深圳核心商圈开展实地调研，在最大的门店追踪超 2 万+人流量、购买率及客群画像，评估市场潜力。

2024.06 - 2024.07	广西众拓会计师事务所	管培实习生	南宁，广西

- 轮转实习于不同审计项目岗位，学习对不同行业客户的审计要点。
- 参与政府城投项目的全流程审计，并依据底稿撰写审计报告，直接与合伙人汇报并学习每一项账户的审计方式。

2024.05 - 2024.06	国悦君安私募基金	投资分析实习生	上海，上海

- 与标的公司客户的不同部门沟通，了解标的公司的市场深透率，主要客户，技术壁垒，及盈利情况。
- 使用 Wind 金融终端整合行业数据，学习行业 Value Chain 并撰写行业报告。
- 协助尽调团队分析标的公司生产线，以及卖家的 10 年企业财务报表，评估微电子公司的上市可能与市场增长潜力。
- 为寻找标的公司开展行业研究，比较对标的头部项目并分析竞争力，总结私募企业盈利的方法论。

2023.09 - 2023.12	Molex(全球电子制造商)	Go-To-Market 实习生	芝加哥，美国

- 牵头制定战略框架，帮助客户识别中国境外的替代制造地点，评估不同成本结构、商业风险率及关税政策。
- 用变量参数建模并基于不同优先级得出三个推荐的国家地区，取得客户的采纳并纳入企业战略计划。

2023.06 - 2023.08	BDO（立信）	国际销售咨询实习生	北京，北京

- 主导英飞凌与赛米控客户销售，1 个月内达成 700 万元 2 件 prototype 订单，并获华为创投注资。
- 协调研发与销售团队，优化产品功能以满足德国市场需求，主持客户需求会议。
- 以德国竞品价格进行价格谈判，以实现 60%成本优势及 40%毛利率（不含运费）完成最终成交价。

课外活动

2024.09 - 2024.12	库克县房产价格预测	预测分析员	香槟，美国

- 使用 R 语言的多项式回归、梯度提升和随机森林模型预测伊利诺伊州库克县房产价格，并寻找最低均方误差（MSE）。
- 通过数据质量检查（如一致性、异常值）和清洗（去除缺失和重复数据，转换数据类型）预处理数据集。
- 利用分段建模和对数变换优化迭代过程中的 MSE，在全校的项目中达到前三（的最小误差值），共 20 余组。

2022.05 - 2022.08	哔哩哔哩	视频创作者	香槟，美国

- 分享运动机能学论文分析视频，直播解答相关问题，最高有 300 人参与；引流至 3 个私域微信群 500+人。
- 账户 2 个月内获 8000 粉丝、500 私域群成员、5 位行业专家关注，并线下开设私教课创收 4000 元。

2021.09 - 2024.05	Twilight 篮球俱乐部	创始人/队长	香槟，美国

- 创建并管理大学篮球俱乐部，3 年内将其发展为 UIUC 第一规模的华人篮球队在战绩，运营，和影响力达到最好。
- 与大学周边品牌如熊猫外卖，饭团外卖建立赞助关系，帮助其宣传品牌同时获得参赛、运营经费约 2000 美金。

其他信息

语言：中文，英文（Native）

资质证书：Certified Scrum Product Owner (CSPO) 产品经理, Google AI Essential 人工智能模型

编程语言：Python, SQL, R, Java

数据分析包：NumPy、Pandas、Seaborn、Scikit-learn、Matplotlib、StatsModel

机器学习算法：Random Forest、Boosting、Regression、Neural Nets、Causal Analysis

兴趣爱好：滑雪，高尔夫，户外徒步，篮球，德州

Jeremy Dong
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EDUCATION

University of Illinois Urbana-Champaign, Gies College of Business
M.S. in Business Analytics (Merit-based Scholarship) | GPA: NA — *Expected May 2025*
B.S. in Accountancy | GPA: 3.9/4.0 — *May 2024*
Relevant Coursework: Corporate Finance, Managerial Accounting, Data Analytics, Supply Chain Management

PROFESSIONAL EXPERIENCE

Source Ready (Supply Chain SaaS Startup) — **Santa Monica, CA**
Growth Analyst Intern — *Jan 2025 – Present*
- Enhanced google SEO by 300% by creating Reddit strategy and collaborating with high authoritative press & media.
- Developed and executed a growth strategy on Reddit using AI-driven automation, integrating Crew.ai and Cursor (Python Reddit API Wrapper Package) to enhance engagement through a custom-trained Reddit bot.
- Revealed growth insights by visualizing funnel, flows, and retention report via Mixpannel dashboard.

US Pharmacopeia — **Champaign, IL**
Data Analyst — *Aug 2024 – Now*
- Developed an AI/ML-driven automated workflow in python for continuously gathering and processing research data on "continuous manufacturing", enabling real-time updates with different sectors of information gathering.
- Automated the crawling pipeline across 300 keywords using Python and APIs from 15 websites, integrating daily results into a large dataset and applied machine learning techniques for research accuracy.

Kaifeng Investment (Mutual Fund) — **Shenzhen, Guangdong**
Investment Researcher (TMT) — *Jul 2024 – Aug 2024*
- Researched the pan-entertainment sector, leveraging Perplexity AI for market trend insights and Wind for financial data analysis and integrating findings from field investigations to reports.
- Conducted field investigations at biggest retail locations in Shenzhen, tracking foot traffic (20k+), purchase rates, and customer demographics to evaluate market viability.

GYJA Private Equity — **Shanghai, Shanghai**
Investment Analyst Intern — *May 2024 – Jun 2024*
- Conducted industry research in manufacturing and energy sectors by extracting data from Wind/Bloomberg. Benchmarked client company technologies against leading competitors to assess business profitability potential.
- Led investment risk control by collaborating with the due diligence team on Financial Statement reviews and assessed client's business growth potential by investigating their product line M&A successfulness.

Molex — **Champaign, IL**
Cost Analyst — *Jan 2024 – May 2024*
- Led a strategic framework to identify alternative manufacturing locations outside of China. Classified potential sites based on a cost structure included different costs and expenses, business risk rate, and tariff laws.
- Developed a cost model with economic and geographic data across countries. Integrated datasets to evaluate costs and delivered insights that achieved a 20% reduction in relocation costs comparing to the original.

BDO Consulting — **Beijing, Beijing**
Consultant Intern — *Jun 2023 – Aug 2023*
- Led sales efforts with Infineon and Semikron, generating $700k in prototype sales, securing contracts within 1 week, and obtaining investment from Huawei Ventures.
- Facilitated collaboration between R&D and Sales teams to align product features with German market needs.
- Conducted negotiation & competitive analysis against German competitors, achieving a 60% cost advantage and maintaining a 40% gross profit margin excluding freight costs by researching costs of German competitor suppliers.

LEADERSHIP AND INVOLVEMENT

Bilibili.com — **Champaign, IL**
Influencer (Kinesiology Channel) — *May 2022 – Aug 2022*
- Conducted video analysis of kinesiology papers, gaining 8,000 followers, 500 private group members, 5 industry experts following back, 2 clients, and $2,000 in revenue within two months.

Twilight Illini Basketball Club — **Champaign, IL**
Founder/Captain — *Sep 2021 – May 2024*
- Made the most competitive Chinese basketball team at UIUC in 3 years by leading practice and designing plays.
- Restructured team management strategy by focusing on recruiting and social media impact.

SKILLS & CERTIFICATIONS

Tech Skills: Python, SQL, R, Java, Excel, Tableau, MySQL, PowerPoint, AWS, SAS, Machine Learning Models.
General Skills: Financial Statement Analysis, Scrum Framework, Risk Control, Variance Analysis, Inventory Control.
Certifications: Certified Scrum Product Owner (CSPO), Google AI Essentials.