

ZHIJIE JESMYN ZHANG

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Education

University of Wisconsin-Madison,

Master of Agricultural And Applied Economics

➤ Relevant Coursework: Machine Learning, Data Science, Applied Economics, Advanced Econometrics, Agricultural Economics

August 2023 – January 2025

Madison, WI, USA

Peking University, National School of Development

Minor in Economics

➤ Relevant Coursework: Intermediate Microeconomics, Chinese Economy, Game Theory, Econometrics

➤ Leadership: Member of CCER (China Center for Economic Research) Club Department of Knowledge

September 2022 – July 2023

Beijing, China

Beijing Language and Culture University, School of Business

Bachelor of Finance

➤ Relevant Coursework: International Finance, International Trade, Accounting, Statistics, Monetary Economics

➤ Honors and Awards:

Outstanding Student Leader Award (2019,2020): Awarded to students in the top 0.05% of their excellent leadership and academics.

Third Prize Scholarship (2019-2020): Awarded to students in the top 5% of academic excellence.

➤ Leadership:

Vice President, Student Government Association (SGA)

Head of External Relations, Student Government Association (SGA)

September 2017 – July 2021

Beijing, China

August 2019 – May 2020

August 2018 – May 2019

Working Experience

New Horizon Leadership International Consulting Co., Ltd.

Affiliated with the Legal and Business Research Center, China University of Political Science and Law

Full-time Consultant

Beijing, China

April 2022 – March 2023

- Conducted comprehensive data analysis and operational diagnostics for state-owned enterprises (SOEs) and large energy companies. Developed data-driven insights from executive interviews, employee surveys, and financial performance reviews and delivered 20 data-backed reports that resulted in an 8% increase in operational efficiency for a major energy SOE.
- Utilized advanced data platforms like Wind and Bloomberg to conduct in-depth analysis of energy and ESG sectors. *Identified key trends, business models, and market opportunities, contributing to 25 high-impact reports that influenced strategic decision-making.*
- *Developed customized corporate strategies using data-driven frameworks such as the BCG Matrix, SWOT, PESTEL, and Balanced Scorecard. Led data collection and analysis efforts for strategic initiatives, including the Economic Development Plan for a City's SOE Investment Strategy and the Strategic Development Plan for a Major Energy Group.*
- Led cross-functional teams in developing the *2023 Legal-Business Value Index Report*, a core product for the company's think tank. Used ESG metrics and machine learning models on a dataset of over 5,000 Chinese listed companies, applying regression analysis and weighting methods to create a more scientifically rigorous scoring system. The report's success led to a 10% increase in clients the following month and enhanced the company's industry reputation.

BMW China Group

Market Strategy Intern (Received Return Offer)

Beijing, China

August 2019 – November 2019

- Assisted the market department in conducting retail market research aligned with BMW's strategy. Conducted DSPM analysis at three major retail stores, developed customer profiles, analyzed behavior trends, and identified potential growth opportunities.
- Performed financial data analysis in an English-speaking environment, utilizing SAP and Excel to support business lines. Provided insights that helped optimize cost structures and improve return on capital.

Project Experience

Scale Dynamics of Renewable Energy Projects: Implications for Local Electricity Expenditure

Master's Thesis, June 2024 – Present

- *Research Focus: Exploring how the scale of renewable energy installations impacts local energy costs, aiming to provide strategic insights for optimizing renewable energy infrastructures for cost-effectiveness and sustainability. The findings aim to influence policy-making by demonstrating scalable solutions to reduce energy costs and enhance local economic resilience.*
- *Methodology and Data: Applied Causal Machine Learning to analyze energy pricing dynamics across different scales, using data from the Annual Electric Power Industry Report (Form EIA-860), SEDS from the U.S. Energy Information Administration, and USDA Food Expenditure Series, covering 2020-2022, with approximately 100,000 records.*

Skills

- Proficient in R, Python, MATLAB, Stata, Tableau, LaTeX, SAP, SPSS, Microsoft Office; Familiar with ArcGIS
- Languages: English (Proficiency), Mandarin (Native)