

JINNI LI

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EDUCATION

Universitat Oberta de Catalunya (UoC)

Master of Data Science

Barcelona, Spain

Starting Sep 2023

- An accredited online master's degree program officially verified and recognized by the government.
- Relevant courses: Databases for Data Warehousing, Scripting Programming, Programming for Data Science, Fundamentals of Networks and Architectures

Zrive School

Management Consulting Program

Madrid, Spain

Apr 2023 – Jun 2023

- 10-week bootcamp aimed at high-performing students looking to launch their careers in consulting.

ESSEC Business School

Erasmus Exchange

Cergy, France

Feb 2023 – Jun 2023

- Average Grade (30 ECTS): 16.3/20 (9.2/10 equivalent grade in UPF)
- Relevant courses: Programming in Python for Business, Web Development, Decision Analytics, CRM & Value Generation, Data Strategy for Organization, Luxury Brand Management, AI for Business & Blockchains Unchained.

Pompeu Fabra University

Bachelor of Business Administration

Barcelona, Spain

Sep 2019 – Jul 2023

- Average Grade: 7.1/10
- Final Year Dissertation: “Integrating Generative Artificial Intelligence in the Fashion Industry”.
- Advanced Quantitative Methods (MQA) courses: Modern Statistical Computing in R, Multivariate Data Analysis, Network, Crowds and Markets (Graph Theory), Programming I, AI for Business & Decision Analytics.
- University Clubs: Barcelona Bridge Marketing (Community Manager), Pompeu Global Analysis (Co-founder), Pompeu Investment Club

WORK EXPERIENCE

Ipsos

Market Research Intern

Barcelona, Spain

Jul 2023 – Dec 2023

- Participated in the Product Testing (Concept Testing – Innctest) project, contributing to the evaluation and feedback process of new products and concepts.
- Assisted in brand tracking initiatives, analyzing market trends and consumer perceptions to identify opportunities for brand improvement.
- Contributed to data analysis and report generation, supporting evidence-based decision-making.
- Gained practical experience in market research methodologies and techniques to collect and analyze data effectively.

Bella Aurora Labs

International Online Channel Intern

Barcelona, Spain

Jul 2021 – May 2022

- Participated in the marketplace expansion project for the “Bella Aurora” brand in EMEA, LATAM, and China, including competitor and consumer profile studies, communication with external agencies and product listing creation.
- Helped with Amazon and AliExpress product portfolio management, designing several Amazon brand stores and product listings across EMEA and LATAM.
- Assisted in the company’s collaboration with KOLs and their selection process leading to an increase in sales and brand recognition.

ADDITIONAL INFORMATION

Languages: Native in Chinese (Mandarin) and Spanish, Fluent in English and Catalan, and basic level in French.

Computer: Proficient in Microsoft Office, Canva, & Google Workspace.

Programming: R (high), Python (intermediate), HTML (basic) & CSS (basic)

Interests: Fashion & Beauty, drawing, painting, digital illustration (Photoshop, SAI).