**Lexie Zhang**

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**Education**

**University of Washington – Foster School of Business | 3.53/4.00** *Expected Graduation: Jun. 2025*

*Master of Science in Information Systems (MSIS)*

**Hong Kong Baptist University United International College | 3.51/4.00** *Sept 2020 – Jun 2024*

*Bachelor of Business Administration in Accounting*

**Professional Experience**

**Tencent Holdings | *Shenzhen, China*** *Jul 2023 – Sept 2023*

*Summer Intern, Business Analyst*

* **Python-Driven Analysis:** Achieved an **8% expense reduction** by leveraging **Python** for data extraction and analysis, creating pivot tables to evaluate cost and revenue across B2B product lines and forecasting future costs.
* **Data Visualization:** Enhanced decision-making by developing **10+ Tableau presentations**, visualizing key financial and operational metrics such as customer growth trends, renewal rates, revenue insights, and churn analysis for B2B cybersecurity products.
* **Operational Reporting:** Improved performance reporting and strategic alignment by redesigning the logic and structure of **weekly operational meetings**, ensuring discussions focused on key business objectives.

**Cheng & Cheng Limited (Certified Public Accountants) | *Hong Kong, China***  *Jul 2022 – Sept 2022*

*Summer Intern, Audit Assistant*

* **Vouching and Substantive Testing:** Performed vouching of over **1,000 entries** and conducted substantive testing to ensure data accuracy and completeness, using Excel's **VLOOKUP** function to identify discrepancies. Verified bank reconciliation statements and journal entries for consistency, compiling over **100 bank confirmation letters**.
* **Financial Audit Documentation:** Prepared and organized working papers for Accounts Receivable, Cash, and Bank Balances using **Excel**, ensuring accurate, logical, and comprehensive documentation.

**Academic Projects**

**FlameVision: Deep Learning-Based Wildfire Monitoring and Detection** *Jan 2025 – Feb 2025*

* **Deep Learning for Wildfire Detection:** Developed an **AI-driven Wildfire Detection System** that identifies the presence of wildfires in images and pinpoints their locations using deep learning techniques.
* **Computer Vision:** Utilized **MobileNetV2** for classification (**77% accuracy**) and **YOLOv8** for object detection (**56.3% mAP**), processing and augmenting a dataset of **4,500+ images** while converting Pascal VOC XML annotations to YOLO format for optimized model performance.

**How Effective Financial and Tax Incentives on Corporate Green Investments** *Oct 2023 – Apr 2024*

* **Data Analysis:** Analyzed **510 energy companies** in China’s A-share market (2011-2021) using a **two-way fixed effects model**, revealing positive effects of financial subsidies and tax incentives on green investment.

**Leadership and Community Engagement**

**United Innovation Charity Club |** *Vice Director of Public Relations**Sept 2020 – May 2021*

* **Leadership and Training:** Recruited and trained **30+ members** on developing comprehensive proposals and identifying pertinent social issues using open data sources.
* **Event Management and Execution:** Spearheaded **4 large-scale events** within just two years, with a total attendance of over **800 participants**: e.g., presiding over the highly acclaimed 13th Zhuhai College Students Charity Forum.

**Skills & Certificates**

* **Business Analytics Skills:** Python (Pandas, NumPy, Matplotlib), MySQL, Tableau, PowerBI
* **Machine Learning Skills:** Decision Tree, Random Forest, LightGBM, K-means, Hierarchical Clustering, Convolutional Neural Network (CNN)
* **Other Skills:** Office PowerPoint® 2016/Office Word® 2016 Expert/Office Excel® 2016 Expert