

Luro Cheng

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San Diego Business Intern

PROFILE

- Experienced in marketing, advertising, and brand enhancement.
- Adept in analytical thinking, strategic planning, leadership, and building strong relationships with business partners.

EDUCATION

University of California, San DiegoSep 2021 - Jun 2025

Economics Bachelor

Relevant Coursework

- Business Project Management
- Product Marketing & Management
- Negotiations

INTERNSHIP EXPERIENCE

Amazon ChinaJun 2023 - Sep 2023

Business AnalystShenzhen

- Researched and identified competitive advantages for a client that enabled them to outpace their competition
- Developed a customer loyalty program that increased customer retention by 70%

Xiaomi ChinaSep 2021 - Dec 2021

Business InternBeijing

- Developed and implemented internal controls to ensure accuracy and integrity of financial data
- Conducted budget analysis and forecasting to inform decision-making and ensure compliance with budgetary goals
- Analyzed financial statements and created reports to present to stakeholders, resulting in improved decision-making

SKILLS, CERTIFICATIONS & OTHERS

- **Skills:** Time Management (Experienced), Communication Skills (Skillful), Adaptability (Skillful), Teamwork (Expert)
- **Languages:** Mandarin (Native Speaker), English (Very Good Command), Spanish (Fundamental)