伏明嘉

邮箱：minga_mingjiafu@163.com 电话:(86)177-0518-9463

地址：江苏省南京市栖霞区仙林大道 163 号南京大学（仙林校区）

教育经历

南京大学，商学院，工商管理在读 　　　　　　　　　　　　　　　　　　　　　　　　中国南京

GPA: 4.45/ 5.0　　排名：4/21 　　　　　　　　　　　　　　　　　　　　　　*2021.09 – 2025.06(E)*

- 相关课程：政治经济学（100），财务管理（97），微积分与线性代数（96），微观经济学（92），会计学（92）
- 南京大学校优秀学生；人民奖学金（20%）；21 级工商管理班长；南京大学咨询协会（NCA）核心成员

实习经历

腾讯智慧零售 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　中国南京

项目兼职助理 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*2022.12-2023.02*

- 深度参与某集团旗下影像品牌基于消费者旅程的运营优化项目：将连锁摄影机构的核心指标体系分为三组，帮助该品牌横向对标业内标杆找到瓶颈，进一步分析其在管理流程中的根源，协助顾问归纳贯穿全流程的 20 个问题
- 协助完成前期调研工作：帮助进行内部 12 个部门的访谈和需求收集，整理业内专家访谈纪要；同时以消费者视角进行外部行业水平对标，对比性体验和调研该品牌和 10 家竞品的客服服务；协助开展消费者调研，并收回 400 余份调研问卷，了解品牌靶向用户的真实需求与偏好，帮助深入诊断该品牌旅程中的问题，以此设计解决方案
- 参与中期解决方案设计工作：从运营流程优化、组织考核支持、数字化规划三个方面探讨改进方向；重点协助运营流程优化中的十大问题，并帮助绘制该品牌和竞品内部组织结构图；对影像品牌定制化硬产品市场进行案头研究，根据消费者旅程绘制业务流程图，结合消费者调研，提出初步方向建议，产出十余页幻灯片

奥纬咨询 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　中国南京

项目兼职助理 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*2022.10-2022.12*

- 参与金融机构"敏捷执行"调查分析：针对某知名银行培训课程设计项目，协助研究"敏捷执行"部分，通过对十家国际知名金融机构进行案头研究，归纳十家海内外银行等财富管理机构的基本业务模式、运营方式及各机构业务模式亮点；完成两万余字分析报告，绘制理论研讨以及案例研习共 200 页幻灯片；帮助修改、整合公司金融部分全部版块课程，呈现最终核心能力培训课程教学方案与材料，合计约 2000 页幻灯片
- 参与国内某银行零售业务战略分析：负责私行业务设计版块，对传统私行客户认定标准进行案头研究，提出私行认定标准多元化战略，推荐可开发客户名单，并建议客户提供智能资产配置和财富规划服务，产出十余页幻灯片

实践经历

南京大学咨询协会（NCA） 　　　　　　　　　　　　　　　　　　　　　　　　　中国南京

核心成员 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*2022.09-至今*

- 定期参与协会 10 余次案例分析和行业分享，系统学习并熟练掌握案头研究、Excel、幻灯片制作等多项工作技能
- 负责策划协会各类活动和反馈信息采集；整理、更新协会内部资料；运营协会公众号，覆盖人群超过五千人
- 深入研究中国宠物行业：对宠物行业进行案头研究，了解行业基本状况，进行市场和消费者研究；从五大市场细分开展具体分析，结合典型企业案例，分析市场格局和发展痛点，展望行业发展趋势，形成 5000 余字分析报告

第十二届今经乐道经济热点分析大赛 　　　　　　　　　　　　　　　　　　　　　中国北京

团队队长 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*2022.09-2022.10*

- 介绍物流行业基本状况，选取快递行业作为分析对象，着重分析中高端快递行业发展的宏观环境，并从成本端和收入端两个方向研究中高端快递行业痛点，并以顺丰公司为例，通过数字化落地进程分析，描绘未来物流行业生态圈，针对其发展增速趋缓的行业痛点给予破局建议，共形成报告 55 页

高顿名企挑战赛 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　中国南京

团队队长 　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*2022.04 -2022.05*

- 初赛阶段：选择线上健身行业和 Keep 为研究对象，利用 PEST 分析线上健身行业发展的宏观环境、在大学生群体中的火爆成因及未来趋势；从产业链角度分析线上健身行业发展格局与竞争状况；利用 SWOT 分析 Keep 运营模式，针对 Keep 两大痛点（用户流失和盈利能力较差）提出建议，产出 33 页研究报告，荣获南京大学赛区季军
- 复赛阶段：重点分析 Keep 的优劣势，通过强化社区建设、提高自营产品盈利率、推进线下健身房建设三个方向提高用户留存、共同提升 Keep 盈利能力，并预测核心设备健身镜到 2025 年给 Keep 带来的收入，建议 Keep 在配套运动产品方面对标迪卡侬和 Lululemon，并加速推进健身房智能化建设，产出 39 页幻灯片，荣获南京赛区季军

语言、技能以及兴趣

- 语言能力：汉语（母语），英语 (流利，CET4: 650)
- 技能特长：熟练掌握 MS 办公工具，公众号美编（秀米），文字创作能力（公众号文案撰写和编辑）
- 兴趣爱好：羽毛球、拳击、小说创作、古琴

Mingjia Fu

Mail: minga_mingjiafu@163.com Tel: (86)177-0518-9463

Address: Nanjing University, 163 Xianlin Avenue, Nanjing, Jiangsu, China

Education

Nanjing University, NUBS, Business Administration   **Nanjing, China**

GPA: 4.42/5.0   Ranking: 4/21   *2021.09–2025.06(E)*

- Related courses: Political Economy(100), Financial Management(97), Calculus(96), Microeconomics(92), Accountancy(92)
- Outstanding students of NJU; People's Scholarship (20%); Monitor of the class; Core member of NJU Consulting Association

Internship Experience

Tencent Smart Retail   **Nanjing, China**

Part-time Assistant   *2022.12-2023.02*

- Involved in operation optimization based on the consumer journey project for a photography brand: divided core index into three groups, helping find bottlenecks by benchmark; helped conclude the 20 problems throughout the whole process
- Assisted in early work: helped with internal 12 department interviews and requirements gathering; organized notes of the industry experts; made the external industry level comparison by experiencing 10 competitors' service through consumers' perspective; helped with the consumer research, and collected more than 400 questionnaires to understand the real needs and preferences of targeted users of the brand; helped in-depth diagnosis of problems in the journey of the brand, so as to design solutions
- Participated in mid-term solution design: proposed suggestions from three aspects of operating process optimization, appraisal organization support and digital planning; focused on the ten problems in operation process optimization, and helped to draw the internal organization chart of the brand and its rival; conducted desk research on the customized hard products of image brands; put forward preliminary suggestions combined with consumer research, and produced more than ten slides

Oliver Wyman   **Nanjing, China**

Part-time Assistant   *2022.10-2022.12*

- Involved in an analysis focused on "Agile Execution" : aiming at devising training courses for an a well-known bank, supported on the "Agile Execution" part through desk research on the ten well-known international financial institutions, summarized their basic business models and business highlights; drew a total of 200 slides of theoretical discussions and case studies; presented the final version of teaching materials with the output of about 2000 slides
- Participated in the strategic analysis of retail business of a domestic bank: took charge of the private bank business section, conducted desk research on the traditional identification standards of private bank customers, proposed the diversification strategy of client's identification standards, recommended the list of customers that could be developed; suggested the client to provide intelligent asset allocation and wealth planning services; produced more than ten slides

Practice Experience

Nanjing University Consulting Association   **Nanjing, China**

Core member   *2022.10-present*

- Regularly participate in case mock analysis gathering and industry knowledge sharing for ten times, systematically learn and master desk research, Excel, slide production and other work skills
- Responsible for planning various activities of the association and collecting feedback information; organize and update the internal resources of the association; operate the public account of the association, covering more than 5,000 people
- Studied China's pet industry: conducted desk research on its basic situation; carried out specific analysis from five market segments, analyzed the market pattern and development pain points, formed an analysis report of more than 5,000 words

The 12th Economic hot spot Analysis Contest   **Nanjing, China**

Leader   *2022.09-2022.10*

- Introduced the basic situation of the logistics industry, selecting the express industry as the object of analysis; focused on the macro environment of the development of the medium and high-end express industry; studied its pain points from both the cost end and the revenue end, and took SF Express as an example to describe the future ecosystem of the logistics industry through analysis of the digital landing process; gave suggestions to break the current situation, in view of the industry's slow growth rate of development; formed a report of 55 pages

Golden Education Corporation Competition   **Nanjing, China**

Leader   *2022.04-2022.05*

- Preliminary: targeted at the online fitness industry and the company Keep, used PEST to analyze the macro environment; analyzed the development pattern, competition landscape and the user status; used SWOT to analyze the operation model, put forward development suggestions; produced a 33-page research report and won the third place in the NJU division
- Eighth-final: suggested improving the user retention and profitability of Keep by strengthening the community construction, increasing the profitability of self-operated products and promoting the construction of offline gyms; forecast the revenue of fitness mirror by 2025, suggested that Keep could compare with Decathlon and Lululemon and accelerate the intelligent construction of gyms, produced 39-page slides and won the third place in the Nanjing division

Languages, skills and interests

- Language acquisition: native speaker of Chinese, fluent in English (CET4: 650)
- Skills: Word, PowerPoint, Excel, etc., artistic edition on official accounts of Wechat (Xiumi), creative writing
- Interests: badminton; boxing; story writing; Guqin