

Morgan Li

0416362988 qize.li@yahoo.com
<https://www.linkedin.com/in/qize-li-370128156/>
<https://morganlee111.github.io/morganlilique.github.io//index.html>

EDUCATION

Australian National University
Master of Business Information Systems
University of Adelaide
Bachelor of Accounting

Feb 2022 - Jul 2024
Canberra
Aug 2019 - Dec 2021
Adelaide

SKILLS, CERTIFICATIONS & OTHERS

- **Skills:** SQL, Python, R, Tableau, Excel, Microsoft Office Suite, SAP
- **Certificate :** AWS Certified Cloud Practitioner, AWS Solution Architect Associate (Ongoing)
- **Languages:** English, Mandarin

PROFESSIONAL EXPERIENCES

L'Oréal Apr 2022 - Jun 2022
IT Project Management Intern Shanghai

- Successfully selected 17 top-tier startups from 128 by creating an evaluation framework, collaborating across departments, and leading innovation-focused discussions, ultimately enabling L'Oréal Group to apply these technologies to real-world scenarios and enhance brand and product competitiveness.
- Streamlined project documentation and risk management, cataloging over 50 meetings and tracking progress across 3 departments, resulting in a 10% improvement in project completion time and enhanced alignment with deadlines.
- Assisted in the strategic overhaul of packaging processes, contributing to the streamlining of sorting, verification, and boxing procedures, which led to a 15% reduction in cosmetic packaging time.

IKEA Feb 2022 - Mar 2022
Transport Planner Intern Shanghai

- Analyzed data to optimize carrier selection and logistics routes to improve team efficiency, and used Excel to manage warehouse timelines for over 1,000 goods in South and North China, aligning bookings with IKEA store demands and achieving 95% logistics accuracy.

VOLUNTEER EXPERIENCES

Confucius College Jan 2021 - Nov 2021
Tutor Adelaide

- Skillfully adjusted educational materials to overcome language barriers, enabling 2 students to pass a proficiency test and join exchange programs.
- Designed impactful social media posters for festivals, attracting 30+ attendees and enhancing their engagement with cultural traditions.

RSPCA May 2021 - Jul 2021
Volunteer Adelaide

- Executed tasks assigned by the manager, including cleaning cat enclosures, feeding cats, and assisting adopters with the adoption process.
- Successfully facilitated the adoption of cats for 5 clients, ensuring completion of all necessary steps, including cleaning, vaccination, and adoption agreement signing.

PROJECT EXPERIENCES

Alibaba GDT Global Challenge Sep 2021 - Dec 2021
Team Leader Hangzhou

Led a team to devise a media strategy for Sunon, enhancing its Australian market presence and securing a top 0.5% global finish among 2000+ teams.

- Drafted phase-specific timelines using Google Docs, defined team roles, and facilitated progress reviews via regular video conferences, ensuring adherence to project schedules.
- Analyzed market size, competition, and consumer demographics, including population, age, and income, using IBIS World, Statista, and the Australian Bureau of Statistics.
- Gathered and assessed consumer behavior data from over 1000 Australians through surveys, identifying the primary target market as middle-income, 50-60 year-olds with outdoor lifestyles, and refined insights through detailed interviews focusing on preferences for material, portability, and assembly in furniture.
- Employed Excel and Tableau for data-driven visualization, enhancing consumer spending insights. Executed targeted social media campaigns, produced a 30-second promotional video, and developed a brand website, significantly boosting engagement for the new product (portable backpack chair) by over 150 in one week.

Australian Business Echallenge Jul 2021 - Nov 2021
Team Leader Adelaide

Led team to innovate an online fitness app for the Australian E-Challenge, earning a Distinction rating.

- Utilized Google Docs to streamline project timelines, delineate roles, and facilitate progress monitoring through systematic video conferences. Documented summaries and navigated multicultural team dynamics to enhance efficiency.
- Conducted thorough research via IBIS World and Google, assessing market size and online fitness app trends post-pandemic. Evaluated user feedback from Google reviews and app stores to identify prevalent app deficiencies.
- Segmented survey queries into demographics, spending tendencies, and fitness challenges through collaborative discussions. Interviewed fitness experts and enthusiasts to identify a critical gap in online fitness apps: the lack of diverse, multilingual coaching options.
- Crafted a succinct 8-page PowerPoint for investor meetings, delivering a focused 7-minute pitch in English, addressing queries, and proposing incentives to recruit quality fitness coaches, enhancing platform appeal.