Morgan Li

Phone: 0416362988   Email: qize.li@yahoo.com
LinkedIn: https://www.linkedin.com/in/qize-li-370128156/   WebSite:
https://morganlee111.github.io/morganliliqize.github.io//index.html

EDUCATION

Australian National University - *Master of Busniness Information Systems*	2022.02 - 2024.07
University of Adelaide - *Bachelor of Accounting*	2019.08 - 2021.12

SKILLS, CERTIFICATIONS & OTHERS

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

PROFESSIONAL EXPERIENCE

L'Oréal - *IT Project Management Intern*   2022.04 - 2022.06

- **Startup Collaboration & Assessment:** Orchestrated a bespoke evaluation framework for startups and synchronized with them on meeting specifics; Endorsed startups based on their innovative products and technologies; Forged collaborations across MKT, R&D, and other departments to validate startup credentials; Pioneered discussions with startup emissaries, emphasizing product innovation and feasibility; Amplified startup visibility by collaborating with the PR department to promote product highlights; Spearheaded the selection of 17 top-tier startups from an initial 128 through comprehensive technical evaluations.
- **Operational Duties:** Streamlined enterprise retrieval protocols for efficient business investigations; Cataloged weekly project meetings, ensuring clear documentation and communication between different stakeholders; Diligently tracked different departments' progress, maintaining alignment with deadlines and responsibilities; Crafted a proactive risk assessment matrix, offering at least 2 solution alternatives before task initiation.
- **Supply Chain Process Optimization:** Championed enhancements in cosmetic packaging processes via strategic business modeling; Revolutionized the cosmetic packaging paradigm, streamlining sorting, verification, and boxing procedures.

IKEA - *Transport Planner Intern*   2022.02 - 2022.03

- **Supply Chain Enhancement:** Optimized carrier selection and logistics routes through data analysis, boosting team efficiency
- **Data Analysis:** Utilized Excel for warehouse goods timelines in south and north China, aligning bookings with IKEA store demands and precise logistics details

BUSINESS PROJECT EXPERIENCE

Alibaba GDT Global Challenge - *Team Leader*   2021.09 - 2021.12
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.

- **Project Coordination:** Drafted phase-specific timelines using Google Docs, defined team roles, and facilitated progress reviews via regular video conferences, ensuring adherence to project schedules.
- **Market Research:** Analyzed market size, competition, and consumer demographics, including population, age, and income, using IBIS World, Statista, and the Australian Bureau of Statistics.
- **Consumer Analysis:** 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.
- **Media Strategy Development:** 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 - *Team Leader*   2021.07 - 2021.11
Led team to innovate an online fitness app for the Australian E-Challenge, earning a Distinction rating.

- **Project Management:** 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.
- **Market Analysis:** 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.
- **Consumer Insights:** 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.
- **Strategic Presentation:** 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.

TECHNOLOGY PROJECT EXPERIENCE

Record Linkage Process Optimization   2023.09 - 2023.10
Optimized record linkage through strategic blocking, data analysis, and tailored classification, enhancing matching efficiency and accuracy.

- **Blocking Strategy Optimization:** Implemented simple blocking, achieving a reduction ratio of 0.91 and pairs completeness of 1.00.
- **Performance Optimization:** Managed trade-offs to enhance linkage results, achieving a recall of 0.49 and an F-measure of 0.66; improved recall to 0.88 by optimizing blocking keys
- **Data Quality Adaptation:** Tailored record linkage strategies to data quality, leading to a notable increase in pairs completeness from initial trials to a perfect score (1.00).
- **Comparison Function Selection:** Selected and applied specific comparison functions like edit distance and Jaro-Winkler, improving linkage precision for gender and state attributes
- **Classification Technique Analysis:** Evaluated and implemented classification techniques, optimizing a minimum threshold setting from 0.5 to 0.3, which resulted in an increase in recall from 0.73 to 0.88.
- **Data Quality Assessment:** Conducted in-depth data quality analysis, comparing clean and dirty datasets, led to a successful linkage of 93.15% of records in optimal settings.

Volunteer Experience

Confucius College - *Tutor*   2021.01 - 2021.11

- **Pedagogical Mastery:** Skillfully adjusted materials to overcome linguistic barriers, propelling 2 students to clear the Chinese Proficiency Test and join exchange programs.
- **Cultural Outreach:** Pioneered social media initiatives for Chinese festivals, designing impactful posters that attracted 30+ attendees, enhancing their connection to Chinese traditions.