

Qinghan Chen

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EDUCATION

University of International Business and Economics (UIBE)

Beijing, China

Bachelor of Economics in International Economics and Trade

September 2020 - June 2024 (Expected)

- Admitted into the Foundation Program of International Organization Elites (exclusive to top performers of UIBE's highly selective college placement test or China's national undergraduate admission examination)

- **Major GPA:** 86.61/100, **Minor GPA (French):** 86.17/100

Relevant courses: International Trade Theory and Policies; Money and Banking; Microeconomics; Macroeconomics; Financial Accounting; Investments; Global Marketing; Principles of Management; Law of Corporations; Economic Law; International Commercial Law; Business Data Processing and Analysis; Business Data Survey and Analysis

INTERNSHIP EXPERIENCE

Beijing Sankuai Network Technology Co., LTD (Meituan)

Beijing, China

Comprehensive Operation Intern

June 2023 - September 2023

- Conducted research into the culture and tourism industry and carried out benchmarking analysis to facilitate the development of China's Culture and Tourism Think Tank; analyzed data through dashboards and wrote reports on the potential attractions of scenery areas;
- Controlled the density of stores as Points of Interest (POIs) and Areas of Interest (AOIs) in the high street and marketplace mapping to ensure the digital product's informativeness and accuracy in collaboration with business analysts and product managers;
- Broke down the overall objective of product operation in a quantitative approach and offered development strategies and suggestions on improvement based on thorough data analysis regarding the POI density, Unique Visitor (UV), etc.;
- Formulated the Standard Operating Procedure (SOP) of Meituan's monthly marketplace-themed events, designed the feature pages based on collected trending topics, drove engagement by selecting appropriate webinar topics and invited prospective brands to set up market stalls;
- Responsible for the operation of 10 pilot projects of "Lehuo High Street", a consumption-driving program initiated by the Chinese government and Meituan, by writing publicity copy, planning marketing events, sorting out the list of participating merchants, and developing, testing, updating and maintaining the Web page for the events.

Great Wall Securities

Shenzhen, China

Industry Research Intern, Financial Research Institute

February 2023 - May 2023

- Collected and analyzed statistics regarding macroeconomic development, building materials companies and the overall industry for two independently-completed in-depth company reports and three jointly-formulated in-depth company reports;
- Independently wrote 12 annual and quarterly report reviews, tracked market dynamics, updated industry daily and weekly reports, and managed the team's official WeChat account.

Knorr-Bremse Systems for Rail Vehicles Enterprise Management (Beijing) Co., Ltd.

Beijing, China

Intern in Government Affairs, Business Development and Marketing Dept.

June 2022 - March 2023

- Participated in the target corporate's government affairs projects, wrote speeches for government-to-enterprise dialogues and economic forums, kept abreast of, analyzed and summarized China's policies, completed reports on international topics such as Sino-European and Sino-German relations, supply chain due diligence law, etc., made internal training materials for business practices, extracted key messages from the target company's ESG reports, and supervised the subsequent publicity efforts on new media platforms for the government affairs projects;
- Involved in the department's market expansion and business investigation projects, analyzed potential acquisition candidates, and prepared for the establishment of KB China Innovation Center.

CMRC China Marketing Research Center, Fudan University

Shanghai, China

Research Assistant

October 2022 - December 2022

- Conducted a case study of JD Jingxi, a branch of the retail giant targeting lower-tier markets, which covered its development history, business model, commercial tactics, experience and mistakes in lower-tier markets promotion;
- Summarized suggestions on management for retail brands in their adaptation to lower-tier markets.

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ENTREPRENEURSHIP EXPERIENCE

Pocket Museum

Beijing, China

Project Initiator and General Manager

February 2021 - May 2022

- The Pocket Museum aimed to provide entertaining and informative educative activities regarding culture, museology, and aesthetics for Beijing-based primary and secondary school students, develop a famous cultural brand by creating immersive experience, and design and organize innovative programs such as orienteering research activities;
- Co-authored a business plan of over 46,000 words by organizing an entrepreneurship team of 10 in a commercial project, which was recognized as a prioritized entrepreneurship project of the "National College Students' Innovation and Entrepreneurship Training Program", and was the recipient of a RMB 50,000 sponsorship from UIBE after three rounds of achievement assessment;
- Formulated the project's guiding development strategy and tailored operation tactics based on market analysis, explored methods of capitalizing on trending cultural topics and the fan base, and made HTML5 animations and designed User Interface (UI) for better interactive experience, leading to the successful launch of two original immersive museum-themed script games;
- Approached partners and investors for cooperation, launched 18 products in 15 marketing campaigns, which won rave comments from over 300 clients, of which over 200 became regular customers.

UIBE Internship Planet (IPU)

Beijing, China

Co-founder and Head of New Media Group

January 2021 - Present

- UIBE Internship Planet (IPU) is an internal student empowerment platform with employment and overseas education services;
- Took full charge of the Group by organizing regular group meetings, making work summaries, and formulating operation guidelines, and led the operation of IPU's official WeChat account, which has been followed by 60% of UIBE students;
- Spearheaded the organization of activities like round-table meetings in partnership with Tencent, Mars China, and other companies, and well-known domestic providers of overseas education services, to which 90% of the participants responded positively, and prepared and planned tailored publicity materials and warm-up activities.

RESEARCH EXPERIENCE

Research on the Return of Southeast Asian Industry Outflow Based on the Entropy Weight Topsis Model

(Instructor: Tan Ya, Lecturer of UIBE School of International Trade and Economics) January 2022 - April 2022

- The article focused on the industries in Southeast Asia returning to China and analyzed the risk of China's industrial outflow and the reasons for the return of Southeast Asia's industry to China in the international context;
- Established an evaluation model with the employment of the Analytic Hierarchy Process, worked out the matrix of indicators' weights by utilizing Matlab and the entropy weight Topsis method for five manufacturing sub-sectors, concluded the likelihood of the movement based on comparative analysis of the measurement results of China and its five chosen Southeast Asian counterparts;
- According to the research conclusions, provided suggestions for the development of China's industries. The paper won the third prize in our school's Economics and Trade Hotspot Analysis Competition (Top 10%).

HONORS

- Second and Third Prizes for Comprehensive Scholarship
- Successful Participation in Mathematical Contest in Modeling & Interdisciplinary Contest in Modeling
- Third Prize in National College English Competition
- Third Prize in KPMG ESG Case Analysis Competition
- Prioritized Entrepreneurship Project of the National College Students' Innovative Entrepreneurial Training Plan Program

SKILLS

- Computer Skills: Word, Excel, PPT, SPSS, MindManager, Photoshop, Premiere, Xiumi
- Language Skills: Mandarin (Native), English (CET-6: 622; IELTS: 7.5; GRE: 325), French (Basic Conversational Level)