QIMIN SHEN

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EDUCATION

Stony Brook University   Stony Brook, NY, United States
Bachelor of Arts in Economics   May 2019 - August2024

Boston University   Boston, MA, United States
Master of Applied Business Analytics   September 2024 - August2025

WORK EXPERIENCE

NetEase   Guangzhou, China
Content Marketing Intern, Lofter Next Project   February 2023 - June 2023

- Enhanced content creation efficiency by 20% by meticulously organizing and analyzing information on Excel for over 30 projects linked to the Loter Next initiative, thereby streamlining workflow processes and fostering the development of robust content strategies.
- Increased engagement by 10% through the implementation of detailed trend analysis, enabling the team to accurately predict hot topics and align content strategies with audience interests more effectively, resulting in heightened user interaction and retention.
- Fostered effective communication with over 20 authors, resulting in a 10% increase in reader engagement by diversifying content offerings and incorporating a multitude of creative ideas, thus enriching the content landscape and enhancing reader satisfaction.

Zhi Jin Human Resources   Hangzhou, China
Intern   January 2023 - July 2023

- Acquired business negotiation insights by participating in contract negotiations with five major companies, aiding in understanding corporate communication and strategy formulation.
- Achieved a 15% improvement in candidate selection speed by effectively screening over 200 resumes according to specific job requirements, thereby optimizing the recruitment process.
- Improved the match rate between job vacancies and candidates by 20%, engaging with 50 potential candidates to better understand their capabilities and fit for the roles.

ADDITIONAL PROFESSIONAL AND EXTRACURRICULAR EXPERIENCES

Anime Club   Stony Brook, NY, United States
Accounting and Data Manager   September 2022 - December 2023

- Managed accounting and data tasks for the Anime Club, overseeing monthly expenditure recording and budget allocations for three major events per semester, resulting in streamlined financial operations and improved budget management.
- Negotiated with vendors and secured sponsorships, resulting in a 15% reduction in club expenditures over three consecutive semesters, optimizing financial resources and increasing financial sustainability.
- Cultivated partnerships with local businesses, resulting in a 20% increase in sponsorships and a 30% rise in customer traffic, fostering mutually beneficial relationships and enhancing the club's visibility and community engagement.
- Analyzed member data and conducted post-event satisfaction surveys, resulting in a 25% improvement in overall member satisfaction and engagement, guiding future event planning and enhancing member experiences.

China Student and Scholar Association (CSSA) Event Planning   Stony Brook, NY, United States
Event Officer   September 2020 - October 2020

- Coordinated successful events, including festivals and a career fair, liaising with stakeholders to ensure smooth execution and maximize outcomes.
- Assisted in managing an event attended by 150 participants, achieving a 90% satisfaction rate.
- Demonstrated strong organizational skills, ensuring efficient operations and receiving positive feedback from event organizers.
- Adapted to COVID-19 challenges by transitioning a career fair online, resulting in a 20% increase in employer participation compared to previous physical events.

ADDITIONAL INFORMATION

Computer and Language Skills

- Computer Skills: Microsoft Office, R programming, SQL,   PowerBI, AWS Clouds
- Language Skills: Chinese (Native), English (Proficient), Japanese (Basic)

Interests

- Movies, Reading, Running