

Stephen Zhu

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EDUCATION

London Business School, United Kingdom

Aug 2021 – Aug 2022

MSc Analytics and Management, GMAT 760, option to graduate in 2023

Award: London Business School Merit Scholarship Award

Modules: Machine Learning for Big Data, Decision Analytics and Modelling, Data Science for Business

University College London, United Kingdom

Sept 2018 – Jun 2021

BEng Mechanical Engineering, First Class with Honours

Modules: Machine Learning and Neural Computation, Mathematical Modelling & Analysis I&II

PROFESSIONAL EXPERIENCE

EKIMETRICS, London, United Kingdom

Jul 2021 – Sept 2022

Data Science Consultancy, Summer Intern (8 weeks)

- Utilised deep learning object detection algorithms (YOLOv3 + DarkNet) to analyse 40,000 image and video creatives from client Facebook to extract meaningful features, including types of object present, object positions, object abundances, and processing them into usable datasets
- Modelled the effect of above features against their impression, obtaining insights about their effectiveness in marketing which are to be included in a whitepaper created by FacebookXEkimetrics
- Cleaned and analysed marketing data from skincare client (sales, price, market, media, competition, affiliate, competition, etc.), then created a marketing mix optimisation (MMO) model to examine the effect of each factor on revenue, thus providing strategic insights on how to best allocate budget in marketing

PUYI WEALTH, Guangzhou, China

Aug 2020 – Oct 2020

Leading third-party wealth management service provider in China with RMB120 million revenue

Marketing Strategy Department, Summer Intern (8 weeks)

- Studied performances of 4 fund portfolios, compared differences in their yield rates at different states of market, providing statistical support for marketing campaigns
- Monitored market trends, events, and policy changes' influence on wealth management service sector, and summarised into reports and marketing campaign materials

JOYOUNG CO. LTD., Hangzhou, China

Jun 2021 – Aug 2021

China's Top 500 Brands, one of top 3 brands in the small home appliances industry

Consumer Insights Department, Off-Cycle Intern (8 weeks)

- Examined negative feedback rate data of Joyoung's 18 product types with a variation of BCG matrix to make strategical decisions and set goals for different BU to achieve to improve negative feedback rates
- Monitored and analysed performance of Joyoung's products in market, visualised results into comprehensible charts and graphs to be presented to company executives
- Designed questionnaires to examine viability of new designs of product department and analysed results through consumer segmentation, cross-analysis, and significance testing to predict performance

LEADERSHIP EXPERIENCE

UCL BUSINESS NEGOTIATION SOCIETY, UNITED KINGDOM

FEB 2020 – JUN 2021

Vice-President

- Founded the UCL Business Negotiation Society (BNS), led the society to obtain over 1000 followers on social media, and raised a total sponsorship of over 15,000 pounds, and hosted numerous activities, some in co-operation with HSBC, with over 100 participants
- Organised 15+ activities, with 40 to 100+ participants, either in the form of competition, business negotiation skill training, or corporate speaker/alumni presentation, to help student in their business negotiation or professional careers
- Led the newly founded UCL Business Negotiation Team into Top 4 in UK Business Negotiation Competition (Dec 2019), earning the Negotiator of the Match award 3 times (final rounds of competition cancelled due to COVID)

ADDITIONAL INFORMATION

Tutoring: Volunteer lunch break tutor (2016-17), online A level mathematics tutor (2018-19)

IT Skills: Python (data analytics and machine learning related libraries), R, SQL, Tableau, MS Excel & PowerPoint

Languages: Native English and Mandarin (Born and grew up in New Zealand)

Interests: Table Tennis (B1 Grade Captain in High school), Chess, Chinese Chess, Pool