

JIAYI XIE (JENNIFER) 谢佳仪

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EDUCATION

Carnegie Mellon University

Graduating in 05/2027

Bachelor of Science in Business Analytics / Minor in Computer Science; GPA 4.0 (Dean's List)

INTERNSHIP

GLP, Intern

11/2024-01/2025

- Analyzed harbor volume, rubber trading, and land planning data to assess market demand, providing insights that influenced \$50M+ in real estate asset valuations.
- Analyzed 2024 leases for 50 key clients from FMCG/luxury industry in Excel over 5 metrics to support high-stake negotiations.
- Drafted \$400M land acquisition proposals, enabling 300,000 sqm of development based on investment feasibility model to assess project viability and financial returns like IRR and ROI.

DB Schenker TSC Nanjing, Trainee of Demand & Delivery Management

07-08/2024

- Designed a Power BI visual dashboard to track the progress and performance of 20+ ongoing projects, including
- Analyzed project risk and operational data to support testing and front-end development of the Global Risk & Insurance Project across two sprint stages and five key features.
- Weekly client meetings to gather feedback / create 10+ new user stories / demo new features at weekly standup team meetings.

Pullman Shanghai Jing An Hotel, Rotational Trainee

02-05/2022

- Liaised between finance, HR and marketing departments and interviewed directors.
- Applied regression models for sales forecast and financial analysis to quantified impacts and strategies.
- Report on the hotel industry amid the pandemic and recommended diversification of catering operations into online delivery channels and improving cash flow through strategies like "group buying" for services which increased catering revenue by 20%+.

BUSINESS-RELATED PROJECTS AND LEADERSHIP EXPERIENCES

CMUBTG (Business Technology Group), Product Analyst

09/2023 - Present

- Launched OpenGym, an app that tracks campus gym crowdedness with visual hourly updates; Pitched to Google in May 2024.
- Led interviews and market research to drive the UI/UX design to be highly responsive to user needs and preferences.
- Collaborated with CMU administrators & third parties (e.g.: CS Gold) to secure crucial resources / ensure seamless integration.
- Established project timelines and facilitated cohesive communication between business, design, and engineering divisions.

SeeSalt Social Welfare Project and Financial Advisory Program, Project Leader

04/2022 - 06/2023

- Launched an online course system for microbusiness owners to have easy access to financial knowledge
- Pro-bono consulting services for 20+ small and dwindling eateries owned by seniors amid the pandemic
- Revamped current business strategies to include new trends (social media marketing, menu change and sustainable models), achieved 48% income growth

ACADEMIC RESEARCH PAPER

An Investigation on the Feasibility of a Collaborated Platform for ESG, Independent Research

2021-2022

Researched constructing a platform for companies of varying sizes and different industries to quantify & qualify ESG investing.

Peking University, Yuanpei Young Scholars Program

Summer 2021

Completed research on "*The Effects of the Application of Big Data on the Supply Chain through principal-agent model*" using quantitative reasoning to solve economic problems (published in Young Scholars Academic Journal with the rate of publishing being only 13-15% chance).

SKILLS

Programming / Technology : Python / C / R / Java / SML / HTML / SQL / PowerBI / Excel

Languages: English (bilingual proficiency) / Chinese (native) / French (conversational)

Certificates: Inside LVMH (specialization in Creation & Branding / Retail & Customer Experience in luxury industry)