BEIMING ZHANG

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SELF-SUMMARY

- **Personal Highlights**: Proven internship record in data analysis and operations, consulting, and financial analysis, highlighted by strong education background in marketing and finance, familiar with key database and follow-up, strong background in multi-project parallel management and project implementation, marked with strong market analytical skills and business insights.
- **Core advantage**: Familiar with business planning, consulting, and project delivery, strong in inter-departmental and communication with clients, ability in identification of business business needs, experienced in excavation of marketing planning and business development.
- **Personalities**: Highly self-motivated, innovation-driven mythologies and skills, and cross-cultural communication skills.

EDUCATION BACKGROUND

Johns Hopkins University   *Master of Marketing*   *Aug 2023 - Aug 2024*

- Core courses: Business Analytics, Marketing Management, Statistical Analysis, Consumer Behavior, Business Communication, Business-to-Business Marketing and Channel Strategy, etc.
- Academic Award: $40,000 Dean's Scholarship

Shenyang Agricultural University   *Bachelor of Agriculture and Forestry Economic Management/ Finance*   *Aug 2017 - Jul 2021*

- Core courses: Microeconomics/Macroeconomics, Econometrics, Applied Statistics, Financial Accounting, Financial Management, Finance, Securities, and Investment
- Academic Awards: GPA 3.84/5.00, top 5%, marked with the Grand Final of the National Forestry Innovation and Entrepreneurship Competition, the Bronze Award of the National College Student Entrepreneurship Competition, the Gold award of the Liaoning College Student Entrepreneurship Competition, the second prize of the Liaoning Market Research Competition, and the second-class scholarship of the university, etc.

INTERNSHIP EXPERIENCES

Beijing ByteDance Technology   *Data analysis intern in Tiktok Department | July 2023 – Sep 2023 | Beijing*

- Data maintenance: Assisted in the design and establishment of more than 10 key databases through cooperation with data engineers from scratch, identified and assessed the key processes and data points to analyze relevant business indicators.
- Data processing: Carried out quality search on the data collected from clients, carried out preliminary data cleaning and remolding, classified data through a set of procedures, and identified data trends and problems.
- Data analysis: Performed data analysis using SQL and PowerBI, wrote standard data visualization reports, and output more than 5 million data tables, modified the PowerBI view, and generated automated reports to track the key performance indicators, and regularly identified the data fluctuations, put forward opinions and analysis through participating in three regular business discussions with multiple departments, assessed the possible business development, and proposed effective business development strategies.

China Insights Consultancy   *Consulting Intern in Business Department | Feb 2023 - Jun 2023 | Shanghai*

- Market Research: Conducted market research such as micro-credit and loan market based on public information of listed firms in stock markets, expert interviews, third-party research reports, etc., built business models to assess the accuracy of data, classified industrial chains within the sector, and predicted the further trends of the market, provided personal insights.
- Work contribution: Output more than 100 slides of PPT in both English and Chinese, independently wrote more than 20,000 words of reports in both English and Chinese, and served more than 20 projects in total, including Lufax Holdings and other IPO-stage enterprises.
- Financial analysis: Carried out financial data forecast based on business development expectation and market value based on DCF model and comparable company financial data, evaluated the company's growth potential, and demonstrated the potential return on investment, worked for 2 companies with an estimated investment of more than 500 million yuan.

KPMG Huazhen LLP (Hangzhou Branch)   *Auditor (full time) in CP1 | Sep 2021 – Aug 2022 | Shanghai/ Hangzhou*

- Draft preparation: Fully participated in the annual audit of 3 listed companies and 5 foreign-funded enterprises, including Sinopec Shanghai Petrochemical Company Limited (A share, H share, US share enterprise), Grace Fabric Technology (A share enterprise) etc., responsible for the preparation of bank deposits, long-term assets, payables, and expenses related papers, sorted out information in financial system according to the business status quo, and the key entries were extracted to verify the authenticity of the financial data, with more than 2,000 sampling extracted and more than 300 pages of standardized Chinese and English accounting documentation updated.
- Internal compliance: Assisted in conducting in-depth interviews with senior managers of various business departments through applicable internal control audit standards, carried out risk assessment of more than 60 key business processes in combination with the company's latest control system and supervision and management methods, assisted projects in outputting internal control evaluation reports, identified risks in internal control processes, and put forward further suggestions.
- Inventory taking: Independently guided interns and other colleagues to connect with clients and completed more than 10 inventory screening checks, organized, and checked the inventory list provided by the customer, conducted spot checks according to the audit standards to verify the inventory status, and provided relevant support for the audit draft.

OTHER INFORMATION

- **Language ability**: English (proficient TOEFL 105), Mandarin (native)
- **Project experience**: Participated in the vegetable and fruit crayon entrepreneurship competition project (Bronze Award in the National Entrepreneurship Competition of College Students, Gold Award in the Provincial Competition)
- **Computer operations**: Proficient in Microsoft Office, operation skills in data analysis and mining, proficient in SQL, R, Python, SAS, Stata, PowerBI, Tableau