

# JIELAN ZHENG

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## EDUCATION

**Babson College, School of Business**, Wellesley, MA, United States

September 2019 – May 2023

Bachelor of Science Candidate

### Intended Concentration: IT & Computational Finance

- Cumulative GPA: 3.94/4.00; Deans List Award (Fall 2019, Spring 2020, Fall 2020), Honor Program Candidate
- Relevant Courses: Quantitative Problem Solving, Probabilities for Risk Management, Python, Econometrics

## INTERNSHIP EXPERIENCE

**Investment Research Intern, AIDVP**, Cambridge, MA, United States

February 2022 - April 2022

- Researched Chipotle and Walmart by fundamental financials analysis, consulting-oriented investing model, and VaR model
- Pre-processed and analyzed 100+ company-relevant news to accelerate machine learning; Shared insights on team meeting
- Collected 50+ user feedbacks to improve stock recommendation AI and App UI/UX design

**Quantitative Investment Intern, Fortune SG Fund Management**, Shanghai, China

June 2021 – August 2021

- Examined 10 industrial factors by R and data-mined 3 factors to predict the return of steel stocks through regression model: Rebar Future Product Price Percentage Change, Real Estimate Planned Construction, and Iron Production Cost Ratio
- Built Excel DCF model to automatically track 200+ stocks' value projections by inputting stock id from database
- Conducted PD-1 inhibitor industry research through assessing market penetration rates, industrial potential, and research pipelines; Visualized data to pitch 1 stock for the team, which price raised 30% in 2 months

**Financing Intern, China Everbright Securities**, Shanghai, China

August 2020 – September 2020

- Facilitated the issuance process of three bonds (totaling \$1billion+) for three clients; processed two annual bond payments
- Analyzed three clients' financial statements of 3 -5 fiscal years, clients' industry trend and subsidiary-related transactions and Chinese economic trend towards evaluating bond issuers' credibility and risk profile

**Assurance Intern, ERNST & YOUNG**, Shanghai, China

December 2019 – January 2020

- Reviewed and randomly drew 200+ sample from 2 clients' financial statements, account receivables, and sales records
- Checked completion of 360+ auditing worksheets; assisted senior managers to accelerate the process with team members
- Compared 400+ data points in a year to year comparison, inquired clients while identifying key business issues affecting the financial results; Examined clients' future financial projection statistics

## PROJECT EXPERIENCE

**Consultant, as part of team-based project, Cambridge Innovation Institute**, Boston, MA

August 2021 – December 2021

- Designed two Standard Operation Process framework to accelerate the matching between users and products
- Prepopulated 150+ biopharmaceutical companies and 250+ CRO into database
- Designed work procedures for client's focus group; Created 60+ focus group questions and 15+ pages SOP

**Project Leader, Babson Quantitative Problem-Solving Project**, Wellesley, MA

August 2021 – December 2021

- Applied Tableau to visualize 13 variables influencing supermarket's sale in 3 locations; Identified key 3 factors by 3 sets of logistic & classification regression models and classification tree in R-studio (gender, product type, time interval)
- Cross-referred key factors to build customer persona and recommended promotions to boost sales and improve ratings.

**Project Leader, Babson Marketing & IT Term Project**, Wellesley, MA

January 2021 – April 2021

- Developed project website; Launched Google Analytics to improve website content and narrow google engine keywords
- Analyzed demographic information; Boosted average session time by 1.5 minutes; Cut bounce rate by 33%

**Chief Financial Officer, Babson FME Business – Bag4U**, Wellesley, MA

October 2019 – Present

- Prepared monthly financial statements; Developed weekly prediction on budget, income & profit
- Analyzed data to identify operational improvements resulted in 20% costs savings and 5% profit margins improvement

## LEADERSHIP

**Vice President of Marketing, Babson CSSA**

October 2019 – Present

- Obtained \$1,000+ in corporate sponsorships and reached 10+ sponsors to expand public relations
- Managed social media including Instagram and WeChat; Applied Google Analytics to increase 200 + subscribers
- Raised \$8,000+ through Spring Gala and alumni and donated proceeds to Wuhan during Coronavirus

**President of External Department, HOX Fraternity**

December 2019 – Present

- Co-founded HOX, an Asian Professional Fraternity

## SKILLS

Computer: Microsoft Office, Minitab, R, Tableau,  
Python, Eviews, @Risk, Google Analytics; Excel; SQL

Language: English (professional); Mandarin (native)