**Education**

**Brandeis University** | Waltham, USA

B.A. in Economics & International and Global Studies (double major) | Minor: Business Sep 2017 – Dec 2020

* Math & Statistics Courses: Applied Linear Algebra, Calculus, Statistics for Economic Analysis, Python, Econometrics, Business Analytics
* Business Courses: Finance, Marketing Management, The Global Economy, Financial Accounting

**National University of Singapore** | Singapore, Singapore

Exchange Program Jan 2020 – May 2020

**Coursera** | Online Certification Courses Remote

* SQL for Data Science, University of California Davis
* Linear Regression and Modeling, Duke University

**Experience**

**Ant group** | The World’s Highest-valued Fin-Tech Company Remote

*Part-time Business Analytics Intern* Sep 2020 – Oct 2020

* Made a daily monitoring index system to monitor dashboard for Meituan-Koubei (one of the largest Chinese group buying website)
* Constructed the flow model for Meituan-Koubei

**Ping An Securities Company**| Investment Holding Company Chengdu, China

*Investment Banking Summer Intern, Primary Market Undertaking Department* Jun 2020-Aug 2020

* Understood client requirements and updated financing schemes for locally administered state-owned enterprises in Sichuan
* Performed financial data analysis of Orchid Group (AAA) in its five-billion corporate bond prospectus
* Built financial models in Excel with the data obtained from Wind to analyze the value of the bonds
* Participated in the five-billion corporate bond project of Tianfu International Airport of Sichuan Airport Group, assisted in proof-reading of the prospectus, research, and analysis of the best time for bond issuance
* Filled out the bond issuance pre-judgment and participated in the audit meeting after extracting the financial data of TISCO Stainless in Wind

**Wooji** | Fin-Tech Start-up Boston, USA

*Summer Marketing Intern* May 2019-Aug 2019

* Performed industry and market research on competitors; established a SQL database to analyze products, services, pricing, and website building, and sorted out the data in Excel, presented the results to Marketing Manager and the whole team
* Collected social media data to streamline the company’s online presence, used Excel and VBA to process data and observe the sales volume and social media activities of different channels (e.g. options investors are significantly more active on Facebook and have more interactions); adjusted marketing strategies on social media based on the analytical results
* Built company website using WIX, utilized research data to identify the company's needs, developed marketing plans targeting subdivided customer groups (equity investors, options investors, fixed income investors, etc.)
* Analyzed the pain points of the company's online business process, and formulated a process optimization plan based on the analysis results
* Managed the firm’s social media platforms, such as LinkedIn, Facebook, Twitter, and so on, significantly increasing the number of followers and website visitors

**Piejob** | Career Services Start-Up Founded by Brandeis Alumni Waltham, USA

*Summer Data Analyst*  May 2018-Aug 2018

* Collected general market/industry data as well as sample student data from 2015-2018 range, and performed data analysis using Stata and Python to determine ideal clients and the best sales approach for sales team
* Presented the collected data and analytics results to the Sales Manager, assisted in formulating the marketing strategies that doubled the summer sales volume
* Led the presentation of additional data findings (that showed a new client need) to management, which kicked off a brand-new client engagement program: providing tailored career planning services for students in lower grades

**Academic Projects**

**Equity Research of US Airlines Industry** | Finance (Spring 2019)

* Took responsibility of capital budgeting (NPV, IRR, and other investment criteria), project and company valuation, making capital structure and dividend policy, and long-term financing
* Selected the US airlines industry and 4 companies (United, Delta, jetBlue, Alaska) for companies’ cost of capital determination, valuation and dividend policy, etc.

**Marketing Research on Under Armour** | Marketing (Fall 2019)

* Analyzed the brand identity problems Under Armour faced in North America with theories of SWOT analysis, 4P, 6M and 5C
* Used Bloomberg to extract financial data of Nike, Adidas, Lululemon and Under Armour
* Suggested Under Armour to adopt a strategy by playing down its emphasis on men’s sportswear and blurring the division of sports and leisure so as to attract more customers
* Strengthened the brand’s relationship with consumers through sports sponsorships and redesigning the logo

**Programming Blackjack** | Python (Fall 2019)

* Applied dictionaries, arithmetic, import in Python to code the game

**Leadership**

**Brandeis Economics Department** | Brandeis University Aug 2018 – Present

*Undergraduate Department Representative*

* Provided academic and career information to students who major in Economics
* Organized meetings for professors in Economics, took minutes and sent to Department Head per week
* Held “Thinking About Economics as A Major” for all freshmen in the Economics Department every semester, covering 300 students in total

**CSSA (Chinese Students and Scholars Association)** | Brandeis University Dec 2017 - Present

*Public Relations Vice President*

* Developed a contract with Auto-counselor for sponsorship of $3,000
* Developed a contract with Hooli (the largest overseas estate company for overseas students) for sponsorship of $2,000
* Directed Mid-Autumn Festival Gala for 200 students and professors as the assistant director

**XL Girls (Jazz Dancing Club)** | Brandeis UniversityJan 2018 – Present

*E-board Member*

* Performed on different shows and galas in Boston Area (Harvard Spring Festival, Tufts Culture Show)
* Choreographed several dances and taught the whole dance crew (Boom Clap, Burn Break Crash)
* Managed the Instagram platform for over 200 followers
* Awarded the Best Dance Group in Boston Area by CSSA

**SKILLS**

Computer: MS Office, Java, Python, SQL

Languages: Chinese (Native), English (Fluent)