

Yuezhou (Mary) XU

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EDUCATION

The University of Hong Kong (HKU) | Master of Economics 08/2025 – 07/2026
Shanghai University of Finance and Economics (SUFU) | Bachelor of Arts in Economic Journalism 09/2021 – 06/2025
Cumulative GPA: 3.82/4.0 (Ranked No.2 in the major)

- Related Coursework:** Financial Relations, Data Journalism, Media Operation and Management, Financial Statement Analysis, Economic Management of the Computer Application, Communication Research Methods, Calculus, Information Systems and Business Innovation
- Honors:** Shanghai Outstanding Graduate; Nomination for Top Ten Female College Students; Guo Bingwen Social Scholarship; Outstanding Award for University Student Innovation and Entrepreneurship Training Program; First Prize for People's Scholarship; Outstanding Student Cadre Scholarship; Extracurricular Activity Scholarship; Special Scholarship (Recreation and Sports)

INTERNSHIP EXPERIENCES

Strategic Transactions and Consulting Intern EY-Parthenon, *Shanghai, China* 03/2025 – 06/2025

- Participated in the research of fintech and automotive industry tracks, analyzed 50+ industry reports and interviews with 20 experts, refined the two growth points of “cross-border payment” and “AI risk control”
- Assisted the team in the output of “Analysis of African Fintech Market” and “Commercial Due Diligence of Automotive Industry”, the contents of which were adopted by the client and applied to investment decisions
- Led the cleaning of 300+ pieces of competitor data and policy combing to identify 3 B-side market opportunities through SWOT modeling

Industry Research Intern Topsperity Securities Co., Ltd. *Shanghai, China* 11/2024-02/2025

- Assisted research analysts in AI + healthcare industry studies, analyzed financial reports from 20 companies, compiled 500+ data entries, and wrote 5 reports including quarterly industry updates and in-depth company reports
- Monitored cutting-edge medical products, completed 5 product analysis reports, achieving 20,000+ views
- Conducted industry data research and analyzed product performance data, supporting trend forecasting and contributing to an 8% increase in the returns of the innovation technology investment portfolio

Public Welfare Intern AEGON-INDUSTRIAL Fund Management Co., Ltd., *Shanghai, China* 07/2024 – 11/2024

- Participated in the planning of public welfare projects related to rural revitalization, wrote a 2,469-word report on the Foundation's quarterly work report, and assessed the social impact of the projects through field visits and data collection
- Conducted the due diligence, investigated the financial conditions, business operations, and social impact of partners, drafted 3,806-word research reports, and provided suggestions for future project expansion
- Assisted in the evaluation of social organization levels, analyzed the strengths and weaknesses of the organizations in areas such as management and public welfare impact, and drafted 489 pages evaluation reports, helping the foundation to obtain 5A social grade honor

Brand Marketing Intern BCW Public Relations Co., Ltd. *Shanghai, China* 01/2024 – 04/2024

- Wrote promotional articles for multiple products, including brand stories, product features, and market strategies, and assisted the team in drafting integrated communication plans
- Assisted in media resource integration, and collaborated with celebrities and social media KOLs to plan cross-platform brand promotion activities, increasing product sales by 15% during the event
- Engaged in brand offline PR events, responsible for on-site coordination and material management, attracted 2,000+ attendees, and received media coverage on 30+ mainstream platforms
- Analyzed online activities data leveraging Excel, evaluated click-through and engagement rates, and proposed optimization suggestions for underperforming segments

New Media Promotion Intern Shanghai Zongjiao Education Technology Co., Ltd. *Shanghai, China* 11/2023 – 01/2024

- Published promotion content for the KnowYourself brand on WeChat public accounts, Douyin platforms, and tracked engagement metrics such as views, likes, and shares, using tools like WeChat Analytics and Douyin Data
- Conducted in-depth analysis of user behavior and feedback, and formulated content optimization strategies based on the data, ultimately increasing viewership by 30%
- Achieved over 9,000 views, 900 likes, and 700 discussions for a single promotional piece

New Media Center Intern Xinhua News Agency, *Shanghai, China* 07/2023 – 10/2023

- Assisted in daily on-site interviews, and supported the production and promotion of department news, with individual news pieces reaching 300,000+ views
- Engaged in the planning of the annual content operation strategy for the New Media department, and adjusted the content release strategy based on audience preferences to increase user engagement

LEADERSHIP EXPERIENCES

President for SUFE School of Humanities Student Council, *Shanghai, China* 09/2021 – 06/2024

- Planned and managed campus sports events leveraging Trello for coordination and issue resolution
- Organized the ‘Campus Basketball League,’ utilized Excel for score analysis, and boosted event visibility through promotions

Project Leader for University Innovation and Entrepreneurship Training Program (**Outstanding Project**), *Shanghai, China* 11/2023 – 12/2023

- Led a team to study the integration of urban cultural spaces with online platforms, and collected 500+ survey responses to analyze user needs
- Researched 22 markets and completed an 83,741-word report, concluding that while the market economy is growing rapidly, online models are not yet the dominant trend; produced a comprehensive report, offering policy recommendations to enhance the development of cultural industries

Project Initiator for SUFE Digital Thousand Villages Survey, *Shanghai, China* 07/2022 – 04/2023

- Led a team of 10 people to conduct field research in 5 villages across Zhejiang, focusing on income sources, social security systems, and infrastructure development; leveraged SPSS for data compilation and statistical analysis to identify trends in rural digitalization
- Co-authored a comprehensive 27,066-word report, provided in-depth analysis on the digital transformation of rural areas, and presented actionable policy recommendations for enhancing rural revitalization efforts

Project Initiator for the 1st KPMG ESG Case Analysis Challenge, *Shanghai, China* 09/2022 – 10/2022

- Led a team of 4 to analyze Power-Solution’s non-financial performance in ESG, co-authoring a 6,537-word case analysis report, and drafted key sections on transformation rationale and integration of social responsibility with corporate strategy
- Developed strategies for establishing local repair and recycling centers in overseas markets, creating job opportunities in impoverished regions, and integrating educational features into existing solar lighting products, and proposed the design and production of agricultural equipment tailored to the needs of BOP communities

SKILLS

- Computer Skills:** MS Office (Vlookup), R, SQL, Photoshop, Premiere Pro, Canva
- Languages:** Chinese (*Native*), English (*IELTS 7.0*), and Thai (*Basic*)
- Hobbies:** Passed National Tennis Player Level 2, Passed China Musicians Association Piano Level 5, Photography, Calligraphy