

Yuezhou (Mary) XU

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EDUCATION

Shanghai University of Finance and Economics (SUFU), Shanghai, China

Expected, 07/2025

Bachelor of Arts in Economic Journalism | Cumulative GPA: 3.81/4.0 (Ranked No.2 in the major) | WES GPA: 3.82/4.0

- Related Coursework:** Calculus, Accountancy, Microeconomics, Financial Statement Analysis, Macroeconomics, Economic Management of the Computer Application, International Finance, International Economy Reports
- Honors:** Guo Bingwen Social Scholarship (*Top1%, 12/2023*); Outstanding Award for University Student Innovation and Entrepreneurship Training Program (*Top15%, 12/2023*); First Prize for People's Scholarship (*Top1%, 10/2023*); Outstanding Student Cadre Scholarship (*Top 1%, 10/2023*); Second Prize for People's Scholarship (*Top 5%, 11/2022*); Extracurricular Activity Scholarship (*Top1%, 11/2022*); Second Prize for The 17th Shanghai City Sports Games Tennis Competition (*12/2022*); Fourth Prize for The 26th China University Tennis Championship (*04/2023*); Second Prize for The 39th Zhejiang Amateur Tennis Open (*11/2023*)
- Certificates:** Red Cross First Aid Certificate (*11/2024*); Passed National Tennis Player Level 2 (*11/2020*); Passed China Musicians Association Piano Level 5 (*08/2015*)

INTERNSHIP EXPERIENCES

Medical Industry Research Intern Tebon Securities, Shanghai, China

11/2024 – Present

- Conducted research on the development trends and competitive landscape of the medical device and traditional Chinese medicine industries, and drafted reports on niche areas such as innovative devices and modernization of traditional Chinese medicine
- Analyzed core listed companies in the medical device and traditional Chinese medicine sectors by reviewing annual reports, disclosures, and market research, and evaluated business models and growth drivers

Public Welfare Intern AEGON-INDUSTRIAL Fund Management Co., Ltd. Shanghai, China

07/2024 – 11/2024

- Planned and promoted mental health and educational programs for rural children, reaching 614 rural schools across 21 counties and cities in six provinces, raised and managed public welfare funds to improve rural healthcare systems, with a focus on addressing inequalities in healthcare resources, wrote a 2,469-word report on the Foundation's quarterly work report, and assessed the social impact of the projects
- Conducted the due diligence, investigated the financial conditions, business operations, and social impact of partners, and drafted a report on digital healthcare development pathways in response to the scarcity of medical resources in rural areas
- 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 on the health industry and promotional content for healthcare products, and researched brand positioning, marketing strategies, and market share of similar healthcare products in the market to support promotional efforts
- Assisted in media resource integration, established strong partnerships with media in the healthcare sector, inviting media participation to enhance brand exposure and writing reports on the health industry to promote healthcare products, and conducted research on the brand positioning, marketing strategies, and market share of similar healthcare products in the market to support promotional efforts
- Engaged in offline PR events for healthcare products, developed unique brand value propositions by highlighting the products' functions, ingredients, and research background, and planned both short-term and long-term promotional goals aligned with brand positioning
- Conducted in-depth research on potential consumers of healthcare products, analyzing factors such as age, gender, health status, and consumption habits, 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 Xinhua News Agency APP 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 focusing on social issues such as public health and healthcare access, producing and editing related news reports, 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 of strategy

LEADERSHIP EXPERIENCES

President for SUFE School of Humanities Student Council, Shanghai, China

09/2021 – 06/2024

- Led the planning and coordination of campus sports events and welcome parties, utilizing Trello for task management and issue resolution
- Managed collaboration across various departments, overseeing task delegation and timeline management to ensure smooth execution, and utilized Excel for score analysis and event tracking, boosting event engagement

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 (**Outstanding Participant**), 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, 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

Project Leader for the Innovation and Entrepreneurship Competition (**Outstanding Participant**), Shanghai, China

05/2022 – 06/2022

- Recruited a team of eight journalism students to enter an innovation and entrepreneurship competition, conducted a market analysis and proposed a project that revives intangible cultural heritage by engaging retired artists, and co-authored a 6,954-word project proposal
- Facilitated team brainstorming sessions and documented meeting outcomes, leading the development of a senior artist-focused variety show, and planned the project across key dimensions, including background, execution strategy, SWOT analysis, marketing, and budget

SKILLS

Computer Skills: R, SQL, Python, and MS Office

Languages: Chinese (*Native*), English (*Proficient*), and Thai (*Basic*).