

Huiying Xu

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Education

07/2015-07/2017 **University of New South Wales** **UNSW Business School** **Master of Commerce(Finance)**

- Main courses: Investment Portfolio, Capital Budgeting, Derivatives, Risk Management, Financial& Management Accounting

09/2011-06/2015 **Yangzhou University(YZU)** **Business School** **Bachelor of Economics(International Business)**

- Main courses: Principles of Accounting, International Economy, Money and Banking, Financial Management, Marketing, Project Management, International Settlement
- GPA:87.33/100, Ranking: 12/99

Working Experience

09/2017-07/2018 **Health Spring Australia Pty Ltd** **Customer Service Manager**

In the last 10 months, apart from completing customer return visits and dealing with customer complaints, a set of multi-level customer service and management system has been formed and improved. The customer life cycle has been utilized according to real situation as well. The customer intimacy increased and customer complaint rate dropped by 33%, the customer satisfaction increased by 20% as well. And more than a quarter of the customers in recession period repurchased products during this period.

- Utilized CRM system to digitize customer data and streamline customer service.
- Summed up the customers' individual purchase psychologies and similar purchase behaviours to complete the systematic and categorized customer profiles via customer visits and feedbacks.
- Provided suitable sales strategies to Sales Department according to different customer characteristics.
- Assisted with Marketing Department to organize marketing activities and deepened customer commitment with accurate customer profiles concluded via several channels.
- Developed an order-delivery system with Logistics Department according to purchase behavior.

Internships

04/2017-07/2017 **NewStars Education Counsellors PTY LTD(Sydney)** **Management Trainee**

There were several job rotations in four departments, including Marketing Department, Consulting Department, Clerical Department and General Administration Department

- Audited visa applying materials, filled out application forms (online or paper), wrote down necessary documents for visa applying, participated in peer's education exhibition and provided consulting services for potential customers in Consulting Department and Clerical Department.
- Discussed the content of WeChat article with the editor, tried to write WeChat articles and conducted marketing activities for career expo held by NewStars in Marketing Department.
- Assisted front desk staff with customers reception, typed customer information into CRM system and completed administrative tasks, including material procurement, "Happy Friday" preparation, staff files organization, and material usage check in the General Administration Department.

12/2016-01/2017 **Branch of Jiangsu Province, Bank of China** **Department of Financial Market**

- Learned the knowledge and theories of foreign currencies and precious metals, including The Delta Phenomenon, Fibonacci and Gartley's trading theories. Participated in the weekly knowledge sharing sessions within the department, the telephone conferences of market trends research held by headquarter, as well as the financial program in Channel 18 of Nanjing Broadcasting System.
- Made research on the report written by well-known analysts, and analyzed the influence of major events on the basis of fundamental aspect and technical indicators, like Ichimok, MACD and TD indicators.

- Learned to use Bloomberg and Reuters, and utilized them with knowledge to predict the tendency and wrote the daily analyzing reports. Meanwhile, put forward suggestions to clients on their needs.

01/2015-04/2015

Xuanwu Sub-branch, Huaxia Bank

Graduation Program

Was assigned to Xuanwu Sub-branch to learn and gain all the skills of a clerk as a teller-to-be.

- Learned the regulations and made proper transactions under the guidance. Also, made transactions on my own in the late of internship.
- Assisted other bankers with contacting enterprise clients and communicated with them, especially reminded them of the accuracy of relevant materials provide and safety on online banking utilize.
- Organized the files and participated in the competition of integrity and honest, submitted a copy of a personal pen calligraphy works, several photographic works.

07/2014-08/2014

Jiangsu Branch, BOC Insurance co., LTD.

Business Office

- Learned the code of conduct, system operation and the knowledge on vehicle insurance and claims.
- Assisted to deal with vehicle insurance, and did the transactions for clients by myself at the end of internship.
- Audited the documents of insurance claims, rectification the problems, recorded all the results in detail and filed them at last.

01/2014-02/2014

Branch of Nanjing, CITIC Bank

Department of International Business

- Learned international regulations of foreign trading and assisted to make international transactions.
- Sorted the documents of foreign trading and make the detailed list as well.
- Assisted Project Manager and sub-branch to audit the documents of enterprises' financing and trading and filed them.

Leadership and Voluntary activities

Association experience	08/2013-07/2014	Vice President of Students' Association of Business School in YZU
	Took charge of the management of assigned associations, and held welcome parties and graduate banquets.	
	08/2012-07/2013	Chairman of Young Volunteer Association of Business School in YZU
	Conducted voluntary activities on and off campus. Organized voluntary activities for Yangzhou tourist festival.	
Class Committee	02/2012-05/2016	Class Committee of Class 1, International Business
	09/2014-06/2015	Commissary in Charge of Studies,
	02/2012-07/2012	Commissary in Charge of Organization
Voluntary activities	05/2012 & 05/2013	China Yangzhou Flowery March: Volunteer & Live Broadcaster
	03/2013-05/2013	Yangzhou Cemetery of Revolutionary Martyrs: Docent

Achievements

Journal Article: Research on Infrastructure Problems in Hechen of Taizhou, China

Outstanding Graduate of YZU, Principal Scholarship (First-class) in 2012, Principal Scholarship (Second-class) in 2013&2014, Merit Student& Excellent Student Cadre in 2013, Second Prize of Business Negotiation Competition in 2013

Skills

English: Fluency	CET-6	IELTS 6.5	Shanghai Interpretation Accreditation(Intermediate)
Professional Certificate	Preparation of CFA		Certificate of Accounting Professional(China)
			Certification of China Banking Professional(China)
Computer: Advance	Rank 2 of Computer Examination in Jiangsu Province (VFP)		
	Can also utilize Bloomberg, Reuters and Microsoft Office Software in real situation.		