

Zhenghui (Ariel) Li

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EDUCATION

Boston University, BA, Economics Major, Environmental Analysis and Policy Minor

May 2019

GPA: 3.82, Magna Cum Laude

Special “Cross-College Challenge” Project. Developing creative strategies in team with 3 other members to grow the audience of The Royall House & Slave Quarters under small marketing budget. **Award** “Outstanding Research.”

Beijing Jiaotong University, Beijing, China, Finance Major, 2014-2016

coursework: Game Theory, Econometrics, Behavioral Economics, Environmental Economics, Environmental Modeling, Academic Writing – Globalization, Revisiting Fairytales, Albums of the 70s & 80s

WORK EXPERIENCE

Aflac, Manhattan, NY

Jun-Aug 2019

Universal Intern Program, rotating assignments with sales teams, marketing teams, managerial and philanthropy teams, financial operations, and human resource department

- Designed posters to raise awareness, encourage employee involvement, and increase donations for philanthropic programs
- Initiated weekly newsletters with sales data and motivational quotes to encourage friendly competition
- Influenced HR manager to optimize the recruiting process by upgrading to electronic tracking
- Used TalentHook to recruit candidates, contacted 50 leads per day to schedule interviews, and tracked the hiring progress
- Prospected 100 leads per day and made connections with small business owners to present insurance products

CommunityRoot, Boston, MA

Jun-Aug 2018

Business Development and Marketing Remote Intern

- Sourced and qualified nearly 600 child care prospects using Google Earth to develop a robust sales pipeline to attract parents seeking specialized child services
- Met daily with Manager to report on progress and achievements; ensuring consistent delivery on strategy
- Initiated marketing and industry information exchange among 15 team members using Canvas LMS

Zheshang Bank, Beijing, China

Jun-Jul 2017

Sales and Finance Department Intern

- As part of the Bank’s Sales and Finance Team, analyzed report, developed the strategy and successfully acquire a major new client

ADDITIONAL WORK EXPERIENCE

JVS Boston, Bank Career Volunteer Training Aide

Apr-May 2018

JVS is a non-profit agency, whose mission is to empower individuals from diverse communities to find employment

- Assisted diverse individuals seeking jobs and developing careers via the bank teller classes
- Led group discussions, tutored students in banking concepts, and shared job search advice and experience

Project Candy, Beijing, China, Assistant Operator, Class Designer

Sep 2015-Feb 2016

AIESEC project, International Association of Students in Economic and Commercial Sciences

Project Candy is an affiliate of AIESEC, International Association of Students in Economic and Commercial Sciences

- Designed 10 fine arts classes, such as drawing and paper-cut art, as part of a team serving children in rural China
- Contributed to the organization’s publicity, including social media and posters, using Facebook and MailChimp
- Recruited empathetic volunteers to teach art classes and conducted 40 interviews

Roots & Shoots, Beijing, China, Volunteer Teacher

YES (Youth for Environmental Sustainability) Beijing Project, Beijing Dengshikou Primary School

Apr-May 2015

- Raised awareness for 30+ primary school students and inspired interest about the environment by interactive teaching

The Migrant Children Environmental Education Program

Sep-Dec 2014

- Guided 30+ primary school students to increase their environmental knowledge using Powerpoint illustrations and interactive handicraft projects using materials collected in nature

SKILLS

Language: Mandarin (Native), English (Fluent)

Technical: Microsoft Office Suite (Mastery), R Studio (Basic), STATA (Basic). Google Analytics Individual Qualification. Currently learning website-building skills using HTML & CSS on Skillcrush then plan to finish learning about User Experience before November, 2019.