

# Zhenghui (Ariel) Li

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## EDUCATION

### Boston University

Boston, USA.

*Bachelor of Arts – Economics Major, Environmental Analysis and Policy Minor*

09/2016- 05/2019

- **Overall GPA:** 3.82/4.0, Magna Cum Laude;
- **Dean's List:** 2016-2018 Spring & Fall Semester;

### Beijing Jiaotong University

Beijing, China.

*Bachelor of Arts – Finance Major*

Coursework Highlight: **Economics & Business:** Macro- and Micro- economics; Game Theory, Accounting, Econometrics, Behavioral Economics, Environmental Economics, Probability Theory and Mathematical Statistics; **Computer Science:** Fundamentals of Computers, Management Information Systems, Visual Basic Programming; **Others:** Psychology, Academic Writing - Globalization, Revisiting Fairytales, Albums of the 70s & 80s; Communication; Environmental Modeling & Analysis;

## WORK EXPERIENCES

### AFLAC (American Family Life Assurance Company) - Manhattan, NY

Jun-Aug 2019

*Universal Intern Program, rotating assignments with sales, marketing, human resource management, financial operation and philanthropy teams;*

- *Philanthropy team:* Designed charity programs and posters to call for donations to help people in need; raised awareness in corporate social responsibility and encouraged employee involvement;
- *Sales and marketing team:* Prospected 100 leads per day and made connections with small business owners to introduce the company's insurance products and facilitate collaboration;
- *Financial operation team:* Drafted weekly news letters with sales data and motivational quotes to set goals, reflect on sales and marketing performance and encourage friendly competition;
- *Human resource department:* Used TalentHook to recruit candidates; established contact with 50 leads per day to schedule interviews and assisted the HR to optimize the hiring progress;

### CommunityRoot - Boston, MA

Jun-Aug 2018

*Business Development and Marketing Remote Intern*

- Conducted market and industrial analysis through identifying nearly 600 childcare prospects using Google Earth and exchanged information among 25 team members using Canvas LMS;
- Developed a robust sales pipeline to attract target customers seeking specialized childcare services;
- Met daily with manager to report on progress and ensure consistent delivery on strategy;

### JVS/-Boston, MA

Apr-May 2018

*Bank Career Volunteer Training Aide*

- Assisted individuals from diverse socioeconomic and cultural background with seeking jobs and developing careers by offering them with classes about banking industry;
- Led group discussions, tutored mentees on banking concepts, and shared job search advice and experience; Provided personalized consulting service for career planning for mentees;

### Zheshang Bank - Beijing, China

Jun-Jul 2017

*Sales and Finance Department Intern*

- Analyzed financial statements to determine business opportunities and develop operation strategies;
- Identified and analyzed investment opportunities and provided personalized financial product investment plan for clients; facilitated collaboration and acquired a major new client;

## **VOLUNTEER, LEADERSHIP AND EXTRACURRICULAR EXPERIENCES**

### **Project Candy - Beijing, China**

Sep 2015-Feb 2016

*Assistant Operator, AIESEC (International Association of Students in Economic and Commercial Sciences)*

- Designed and provided 10 fine arts classes including drawing and paper-cut for children in rural China; Recruited enthusiastic volunteers to teach art classes through conducting 40+ interviews;
- Publicized for the organization through Facebook, MailChimp, and made posters;

### **Roots & Shoots - Beijing, China. Volunteer Teacher**

- **YES (Youth for Environmental Sustainability)** Beijing Dengshikou Primary School. Apr-May 2015

- Raised environmental protection awareness for 30+ primary school students and aroused their interest in environmental studies by interactive teaching;

- **The Migrant Children Environmental Education Program** Sep-Dec 2014

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

### **Special “Cross-College Challenge” Project - Boston, MA**

Fall 2018

- Developed creative strategies with 3 other members to attract audiences and sales for the Royall House & Slave Quarters under small marketing budget;
- **Awarded with** “Outstanding Research.”

## **SKILLS AND PROJECTS**

**Language:** Mandarin (Native), English (Fluent);

**Software and Programming Languages:** Microsoft Office Suite (Mastery), R Studio (Basic), STATA (Basic), Google Analytics, website-building with HTML & CSS;

**Expertise:** UX Design (high proficiency); drawing; computer-aided design;

**Qualification:** Google Analytics Individual Qualification; Licensed as an insurance agent for accident and health, travel accident;

**Special “Cross-College Challenge” Project:** Developed creative strategies with a team of three to grow the audience for Royall House & Slave Quarters under small marketing budget; **Award:** “Outstanding Research.”

**Personal Portfolio Link:** <https://bestariel.github.io>