

Yuchen Hong

17803820187 | brianyc.hong@mail.utoronto.ca

EDUCATION

University of Toronto -- Rotman Commerce

Sep 2020 - May 2024

Accounting Specialist, Economics Major, Data Science Focus

Coursework highlights: Operations Management (A+), Managerial Accounting (A), Intermediate Accounting (A), Canadian Income Tax (A-)

Coursera Courses with Certificate

Personal & Financing Planning (Offered by University of Florida)

Epidemiology: The Basic Science of Public Health (Offerd by UNC)

Research & Working Paper

Exploring the Impact of Board Size on Financial Performance

Evaluating the Effectiveness of Suncor's CD&A Report

Analyzing the Accuracy of Teck Resources' Accounting Earnings through Cash Flow Info

Impact of Big Data and Blockchain Technology on Present and Future Accounting Practice

Clickable Paper Access: <https://academicpages.github.io/publications/>

INTERNSHIP EXPERIENCE

AstraZeneca Investment (China) Co., Ltd.

May 2021 - Sep 2021

Intern -- Lynparza Central Marketing

Shanghai

- Supervised the task of Lynparza (Olaparib) keeping a spot on China's National Reimbursement Drug List (NRDL) with medical representatives. Set up communication strategies for the next work stage.
- Aligned with the Central Marketing department of Merck to collect market feedback and build up business strategies.
- Selected and negotiated with logistic suppliers for product promotion summit. Collaborated with logistic suppliers to collect travel schedules for each attendee for 18th Chinese Gynecologic Cancer Society (CGCS) academic conference, supported meeting including but not limited to involving in rehearsals for satellite meetings and setting pick-up arrangements.
- Collaborated with business partners to create product key messages and patient education materials for brand promotion.
- Managed to validate multinational speakers' eligibility with AstraZeneca colleagues in USA, South Korea, and Japan. Drafted contract according to company's compliances.
- Rewarded with 'Intern of the Season' and return offer.

KPMG

Jul 2020 - Aug 2020

Intern -- Operations

Remote

- Promoted KPMG business and service in China through social media.
- Extracted useful comment from social media platform to strategy department for business guidance.
- Maintained social media topic's engagement and provided advice over operations and brand promotion.

CCG China Globalization Think Tank

Jun 2020 - Aug 2020

Intern -- Text editing

Remote

- Summarized and edited monthly speech transcripts to meet the needs of publication. Main topics included EU-China cooperation, the open-up of education sector, the effect of China's economy.
- Handled over 5,000 word counts per issue for 5 consecutive weeks.

Leadership and Program experiences

Rotman Commerce - "Consult For Impact" Consulting Group

Dec 2021 - Apr 2022

Student Consultant

Toronto

- Provided managerial consulting services to The Big Leaf Management Consulting company for their healthcare start-up programs in teams of five.
- Performed in-depth research and analysis on industry, market, financial projections, etc.
- Collaborated with team members to write and present project proposals and deliverables.

UTBA Student Investor Challenge 2022

Dec 2021 - Feb 2022

Team leader

Toronto

- Won second place out of 29 teams.
- Analyzed a brief case study on the short-term and long-term investment goals of a potential client, and constructed personalized portfolio that met client's special needs.

Additional Information

- **Skills** Stata, Python, Microsoft Office, Adobe Au, Salesforce, LaTeX
- **Languages** English, Mandarin Chinese (Bilingual)