

Chenxi (Cherry) Li

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business Washington, DC
Bachelor of Business Administration, Finance, Minor in Journalism & Mass Media Communication May 2014
GPA: 3.82; Dean's List; Presidential Academic Scholarship; Beta Gamma Sigma (Honor Society).
Coursework included: Regression Analysis, Statistics in Business, Analysis of Business Issues, Advanced Financial Mgt, Investment and Portfolio Mgt, International Financial Environment, Strategy Formulation, Applied Security Analysis.

THE AMERICAN UNIVERSITY OF PARIS Paris, France
Study Abroad Program January – May 2012

RELEVANT WORK EXPERIENCE

Merrill Lynch, Global Wealth Management Washington, DC
Intern August 2014 – Present

- Create a database of target clients with at least \$0.5 million worth of personal assets; research, summarize and analyze their financial situations.
- Research the ratings and performances of retirement plans of target companies.
- Promote sales ideas through email and phone call campaigns to build connections with potential customers.

District Line Partners (*A small PE firm that invests in lower middle-market companies.*) Washington, DC
Private Equity Analyst Intern November 2013 – May 2014

Skills Gained: Industry Research and Analysis, Company Research and Analysis, and Marketing Campaign Skills.

- Developed target lists of companies that matched the firm's search criteria using Porter's Five Forces analysis.
- Conducted in-depth research on the oil and gas safety industry, including business drivers, competitive environment, trends and operating metrics; presented findings to DLP principals.
- Executed outreach campaign to communicate with business owners and gauge their interest in selling; made extensive use of industry databases and other research tools to better tailor messages; generated response rate in excess of 20%.

Coleman Group Management Consulting (*A small firm specializes in strategic sourcing.*) Chicago, IL
Consulting Intern June – August 2013

Skills Gained: Data Analysis, Professional Writing and Presenting, and Cross-Functional Team Working Skills.

- Analyzed energy usage and expense data for the Archdiocese of Chicago through developing Excel models and VBA programs to identify clients with inefficient usage and made recommendations to save expenses.
- Developed and presented a PowerPoint presentation to management that was shared with clients explaining research methods and data analysis.
- Researched and produced a 100-page internal consulting strategy e-book on consulting strategy and protocol that serves as a training manual for all new hires.

Zhongda Futures Beijing, China
Summer Intern June – July 2011

- Collected news and data for the futures markets of copper, PTA, and other products, tracked futures prices, and made transactions using a demo account that resulting in ranking among top 20% of intern class based on profit data.
- Designed and presented investment plans of copper based on market analysis and futures trends.

SKILLS/ACTIVITIES/INTERESTS

Financial Modeling: Wall Street Prep (A four-day intensive training with online courses), Oct 2012 & Jan 2013

Computers: MS PowerPoint, Excel, Word, Final Cut Pro, Photoshop, Dreamweaver, InDesign

Foreign Languages: English and Chinese (fluent); French (basic knowledge)

Filming Committee Leader, GW Film Crew, 2014

Head Analyst, GW Finance and Investments Club, Washington, DC, 2012

Director of Corporate Relations, GW Asian Business Association, Washington, DC, 2012