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: 3.83; Dean's List; Presidential Academic Scholarship; Summa Cum Laude
Coursework included: Regression Analysis, Statistics in Business, Analysis of Business Issues, Advanced Financial Management, Investment and Portfolio Management, 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
Skills Gained: Customer Service, Prospecting, Sales and Marketing, Database Management, and Event Planning.
- Collect data and information on the financial situations of prospects; perform past performance analysis on their current holdings and generate reports; create investment proposals based on their risk profiles under supervision.
- Prepare and process quarterly reports for existing clients; manage the client database through Salesforce.
- Cold-call leads to promote sales; successfully acquire ten prospects through 100 calls.

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: Risk Analysis, Industry Research, Company Research and Analysis, and Marketing Campaign Skills.
- Conducted in-depth research on the oil and gas safety industry, including competitive environment, business drivers, operating metrics, and industry trends; presented findings to DLP principals.
- Developed target lists of companies that matched the firm's search criteria using Porter's Five Forces analysis.
- 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.)*   Washington, DC
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.

SiriusXM Satellite Radio   Washington, DC
Corporate Finance Intern   February – May 2013
Skills Gained: Data Analysis, Financial Modeling, Writing Skills, Market Analysis, and External Reporting Skills.
- Compared costs and contract terms against internal benchmarks and market rates to highlight any potential risks; wrote summaries based on findings for Engineering and Facility departments.
- Assisted the Finance department in forecasting by creating pivot tables in Excel; helped to compose annual and quarterly reports through explaining significant year-to-year cost variances; managed invoices through Oracle.

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, Bloomberg, Salesforce, Oracle, Final Cut Pro, Photoshop, InDesign
Foreign Languages: English (Fluent), Chinese (Native), French (Basic)

Filming Committee Leader, GW Film Crew, Washington DC, 2014
Head Analyst, GW Finance and Investments Club, Washington DC, 2012
Director of Corporate Relations, GW Asian Business Association, Washington DC, 2012