

Ying Cong (Cathy) Zuo

(+86) 138-0882-4509 | c.zuo@mail.utoronto.ca
www.linkedin.com/in/cz888

SUMMARY

Curious, hardworking Dean's List student seeking to gain experience in consulting and research. A fast and enthusiastic learner with a particular passion towards food and sustainability. Hoping to create connections between interests and business activity.

EDUCATION

University of Toronto, St. George, Faculty of Arts & Science Sep 2020 - May 2024
BComm., Finance & Economics Specialist, Environmental Science Major Toronto, ON

- **cGPA:** 3.64/4.0 | **Awards:** Dean's List (pending 2021)
- **Relevant Coursework:** Fundamentals of Management (A+), Principles of Microeconomics & Macroeconomics, Calculus with Proofs, Interdisciplinary Environmental Studies
- **Competition:** Canada Comeback Challenge - Round 2 Qualifier
 - Entered top 50 teams out of 2,800+ competitors; produced solution for aiding Canada restaurants during post-pandemic recovery through regaining consumer confidence; formulated project proposal, scripted and edited pitch video, created design thinking deck

American International School of Guangzhou Aug 2016 - May 2020
International Baccalaureate (IB) Diploma Programme Guangzhou, Guangdong

- **IB Final Grade:** 37/45 | **TOEFL:** 116/120 | **Awards:** Highest Honor (1 semester), Honor Roll (8 semesters)
- **Extended Essay:** Produced 4000-word research paper on accuracy of GMO labelling in soymilk advertisements and impact on consumer perception of product safety; conducted literary research and visual analysis

Cornell University Jun 2019 - Jul 2019
School of Hospitality Administration Ithaca, NY

- **GPA:** 4.0/4.0 | **Course:** HADM1102: Hospitality Operations Management – Entrepreneurship in the Food and Beverage Industry
- Completed Summer College course for credit
- Acquired knowledge on restaurant industry management skills, operations, and trends; formulated food truck business plan through conducting customer and competitor research, developing business and marketing strategies, interviewing local customers and food truck businesses, and collaborating with teammates

INTERNSHIP EXPERIENCE

GF Securities Co., Ltd. Jun 2020 - Aug 2020
Intern, Strategic Customer Relationship Management Department Guangzhou, Guangdong

- Performed research of 1 strategic client worth 90+ bn. RMB and its respective industry through Wind, corporate official websites, and other resources; gained understanding of current status and development trends of the Chinese livestock industry
- Learned to write strategic client analysis reports, organized department communication records with said client, and created service record sheets to analyze customer needs

Four Points by Sheraton, Dongpu Jul 2019 - Aug 2019
Management Trainee, The Eatery All Day Dining Guangzhou, Guangdong

- Improved customer dining experience and satisfaction through attending to daily operations and VoC as hostess; identified and satisfied needs, resolved complaints, communicated with customers, and relayed customer suggestions; received positive customer feedback

EXTRACURRICULARS

University of Toronto SDG Student Hub (UTSDG) Oct 2020 - Present
Editor Toronto, ON

- In process of accomplishing the SDG Students Program Certificate; currently taking 3 online courses in 21st century sustainable development, climate change, and sustainable agriculture
- Participated in sustainability case competition; created and presented solution to reducing household waste in Toronto
- Reviewed and edited 7 submissions for sustainability research journal, aiming to promote SDG awareness and sustainable action in surrounding communities

Pulse - Associated Student Body Aug 2016 - Mar 2020
Management Director Guangzhou, Guangdong

- Managed planning and administration of 10+ major school events (including annual Proms and Winter Formals) to promote school spirit and increase student engagement
- Communicated event plans with venue administrators; led teams of 2-5 members in event planning and marketing; organized weekly meetings for 2 school years

AISG Business Club Aug 2018 - Mar 2020
COO & Co-Coordinator Guangzhou, Guangdong

- Led weekly meetings with 20+ students; set and pursued long-term and short-term goals
- Formulated sales and operation plans, managed club business sales twice a week
- Planned and executed 3 Special Sale events (300+ RMB profit per sale)

SKILLS, CERTIFICATIONS & OTHERS

- **Skills:** Wind, Word, Excel, PowerPoint, Adobe Lightroom, Tableau
- **Languages:** English (Fluent), Mandarin (Fluent), French (Conversational)
- **Interests:** Coffee (SCA Intermediate Barista Skills Certificate), Restaurant Reviews (3,500+ likes on DianPing.com), Photography, Clarinet