

Jiyu (Alva) Ding

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EDUCATION

Indiana University, Kelley School of Business

Dec 2020
Bloomington, U.S.

Bachelor of Science in Business, GPA 3.675/4.00

Major: Information Systems

Co-major: Business Analytics

ACTIVITIES

China Telecom Americas

Nov 2019 - Present
Bloomington, U.S.

Business Development Intern

- Maintained the current user relationship, developed the campus market and answered users' questions
- Made posters of relevant festival activities and publicized them in different channels
- Integrated and filter background data which over the years to analyze them

Dream Crops

Sep 2018 - Apr 2019
Bloomington, U.S.

Member, Internal

- Created event registration forms and use Excel to coordinate to ensure accurate tracking of attendance
- Skillfully use Excel, Doodle and other office software to gather and analyze data
- Organized murder mystery game activities followed up the registration process of students in real time
- Received a donation of \$60.5 (voluntary contribution and cost deducted)

Hong Kong MetLife Finance Training

Jun 2017 - Jul 2017
Hong Kong, China

Member

- Composed 23-page business plan and report on about the MetLife Insurance using SWOT & PEST analysis
- Improved insurance knowledge by taking 2 weeks of classes to understand dread disease insurance, savings insurance, medical insurance, and others

Business Competition of Suzhou

Dec 2015 - Jan 2016
Suzhou, China

Member

- Sold 50 handmade storm glass and lollipops based on market analysis conducted with teammates
- Promoted products in one of the most popular commercial plazas in Suzhou for a three-day competition
- Recorded daily income and expenditures and created balance sheets for the group

Shanghai MicroBiz! 10th International Future Business Leader Summit

Sep 2015 - Feb 2016
Shanghai, China

Product & Investment Manager

- Implemented business skills such as how to analyze the cost and feasibility of new products
- Participated in a simulated bond trading experience to understand how real bonds work
- Designed four innovative products: smart glasses; car temperature checker; smart pen that doesn't use ink; power bank with replaceable batteries
- Invested in other companies' products based on market analysis and cooperated with other companies to maximize profit
- Grew \$4.8 million in initial capital to \$23 million in total capital over the course of the competition (including inflation)

LEADERSHIP EXPERIENCE

Dream Crops

Apr 2019 - Present
Bloomington, U.S.

Director, Internal

- Successfully celebrated the Mid-Autumn Festival and sold 27 boxes of moon cakes.
- Guided new members to use the new software and gradually adapted them to the day-to-day work of the department.

SNA Student Government

Sep 2015 - Jul 2017
Suzhou, China

Minister of Entertainment Department

- Managed daily operations of department and assigned projects to department members based on their strengths
- Completed budget proposals for multiple activities including Halloween Party, Christmas Party, and spring/autumn ongoing events
- Cooperated with other departments to host on-campus performance events with more than 300 audiences

SKILLS

- Proficiency in use of Excel/PowerPoint and other office software
- Simple html/css and Python
- Chinese (native), English (fluent)