

BI, Sheng

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Educational Background

THE HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY

HONG KONG

Master of Science in Accounting (expected Jun 2025)

Aug 2024 – Present

- Served as President of the Class Committee
- Awards & Honor: Admission Scholarship for MSc in Accounting Program (HK\$189,500)

PEKING UNIVERSITY

BEIJING, CHINA

Bachelor of Management in Accounting

Sep 2019 – Jul 2023

- Exchanged at King's College London (Jan - Jun 2022)
- Awards & Honor: Freshmen Scholarship in 2019 (¥20,000); Outstanding Student Honor in 2021 & 2022

Working Experience

NATIONAL GOVERNMENT OFFICES ADMINISTRATION

BEIJING, CHINA

Full-time Staff - Internal Audit

Aug 2023 – Jul 2024

HAITONG SECURITIES

SHANGHAI, CHINA

Intern - Industry Research Assistant

Sep 2022 – Dec 2022

- Joined the Retail & Social Services Group (New Fortune), responsible for daily reports, expert meeting and research support
- Started from Helen's business model, examined the "meal + wine" model in terms of positioning, siting and operation etc., concluded that the high gross profit is suitable as a second growth curve for restaurants, but the business scenario is limited
- Deeply dived into the tea & beverage industry, sorted out the development history & value chain, clarified the business model, market share etc., concluded that direct operation wins and that channel sinking defines the industry ceiling

HUAWEI FINANCE

SHENZHEN, CHINA

Summer Intern - Accounts Management

Jul 2022 – Aug 2022

- Developed and ensured effective execution of high-quality accounting policies regarding e-commerce business, managed deviation from accounting standards and provided accurate and timely financial reports; Focused on revenue recognition process for online sales of HUAWEI cars with a 25-page final project output
- Optimized a financial report risk control framework covering accounting and business, monitored comprehensive implementation of each element; earned return offer as Project Financial Controller

PWC

BEIJING, CHINA

Summer Intern - Management Consulting

Jul 2021 – Aug 2021

- Participated in the digitalization project of an SOE, responsible for financial analysis system construction, incl. finance & internal control process, operation display, Finance-business All-in-one System etc., completing a 10-page PPT deliverable
- Assisted in writing the *White Paper on Digitalization of Financial Holding Companies* with more than 1,000 words, published on PwC's official website; spoken highly of by the group leaders

BANK OF CHINA

BEIJING, CHINA

Intern - Research Assistant

Jul 2020 – Aug 2020

- Joined Bank of China Research Institute banking & financial history team; Conducted macroeconomic desk research on the 1994 Reform on foreign exchange management system, formed a 20,000 words summary
- Synthesized a 2,500 words special report published in the Bank of China's internal publication *Banking Industry Watch*; Final review emphasized strength in competence, technical skills and working attitudes

Extracurricular Activities

PEKING UNIVERSITY CONSULTING ASSOCIATION

BEIJING, CHINA

Core Member

Sep 2019 – Jun 2021

- Won the Outstanding Prize in PCA's internal mock business competition, where the team designed a marketing growth strategy for the international e-commerce business segment with Red Book as the target company
- Participated in 2020 Bain Cup Case Competition, designed the overall storyline, analyzed the market status, sector status and consumer profile, proposed the value proposition and strategies of Liking Fit, finally submitted a 21-page PPT report

PWC

BEIJING, CHINA

Campus Ambassador

Jun 2020 – Jun 2021

- Deeply involved in the design of FY21 PwC recruitment campaign targeting PKU graduates
- Expanded on-campus media channels and established partnerships with Career Center at PKU

Personal Information

- **Language Level:** Native speaker of Mandarin, fluent in English (CET6 658/710; IELTS 7.5), Cantonese (Intermediate)
- **Computer Skill:** Proficient in Office software such as Word, Excel and PowerPoint & Wind
- **Hobbies:** Recitation (PKU Art Group); Theatre Acting (PKU Youth Talent Pool); Swimming (Amateur Certificate III)