

Yuwei Ding

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ZJU Lantian Apartment, Xihu District, Zhejiang, China, 310058

EDUCATION

Zhejiang University

Bachelor of Chemical Engineering (BEng), Finance Second Major, College of Chemical Engineering

Hangzhou

Sep 2020-Jul 2024

• **GPA:** 3.99/4.00 **Rank:** 1/86

- Coursework: Corporate Finance (95/100), Probability and Mathematical Statistics (97/100), Linear Algebra (95/100), Fundamentals of C Programming, Microeconomics (93/100)
- Awards: Chu Kochen Award of Zhejiang University (highest level scholarship of ZJU, awarded to only 12 bachelor students annually), National Scholarship (Top 1%, 2021, 2022, 2023), First Prize Scholarship of Zhejiang University (2021, 2022, 2023), China International College Students' "Internet+" Innovation and Entrepreneurship Competition Golden Prize in Zhejiang Province

PROFESSIONAL EXPERIENCE

Amazon Connect Technology Services (Beijing) Co., Ltd.

Intern, Demand Generation Rep

Beijing

June 2023-Jan 2023

- Utilized Python and the SARIMAX model to analyze two years of historical data, accurately predicting monthly MQL patterns and aiding the DGR team in strategizing marketing activities for optimal business opportunities.
- Conducted data cleaning and pivot table analysis on customer data to derive knowledge of market demand shifts, presenting findings to senior management in a PowerPoint presentation to inform business decision-making.
- Designed a comprehensive Salesforce dashboard to monitor DGR metrics such as MQL lead trends, creating visual aids such as heatmaps and correlation plots, providing senior management with actionable insights for employee performance and KPI evaluations.

Industrial Securities Co.,Ltd

Intern, Chemical Engineering Research

Remote

March 2023-May 2023

- Authored weekly and daily reports by sourcing impactful, providing analysts with insights into market hotspots and significant trends.
- Performed a decade-long retrospective stock price analysis of two companies using the PEST model, identifying stock price influences such as consumer protection laws and technological advancements, helping investors with predictive decision-making.
- Analyzed the post-pandemic profitability of over 20 companies, using Excel to examine data and presented key findings in an 80-page research report, including opportunities in the new materials sector and stock price volatility due to international tensions.
- Leveraged the BCG Matrix to categorize product lines of 5 companies, resulting in a comprehensive research report which highlighted product line disparities and forecasted stock market shifts based on companies' production capacities and strategic directions.

KPMG Advisory (China) Limited

Intern, Advisory Department

Shanghai

July 2022-Aug 2022

- Assessed the growth potential of a world-leading retail company through analyzing 3 competitors with respect to their business scope, target audience, and store count, facilitating the company's strategic entry into the Chinese market and targeting young customers.
- Wrote comprehensive research report on 10 high-end shopping malls, shaping client's VIP program strategy refinement.
- Designed a research questionnaire comprised of over 50 questions, delving into the consumption habits of over 200 high-net-worth individuals, culminating in a 20-page proposal which added depth to the client system's upgrading initiative.
- Conducted an ESG analysis of luxury goods conglomerates, documenting their best practices in environmental protection, social contribution, and corporate governance, which was integrated into a comprehensive report for benchmarking purposes.

RESEARCH EXPERIENCE

2022 KPMG Ideation Challenge

Participants

Xiamen

Nov 2021-Mar 2022

- Led the proposal of an express box recycling program, focusing on degradable materials and optimized packaging design, leveraging cloud computing to drive sustainability, reduce costs, and addressing key environmental concerns in logistics.
- Engineered a Python-based model using the K-means algorithm, targeting the identification of pivotal nodes and logistics centers, which overall streamlined delivery routes and facilitated the strategic placement of courier stations across different regions.
- Won championship in the 2022 KIC for China region with our solution, which is in preparation for commercial implementation.

EXTRACRRICULAR ACTIVITIES

Melton Foundation

Vice Lead-Fellow

Hangzhou

Mar 2021-Present

- Earned distinction as one of 20 worldwide students for the Global Citizenship Learning Program and co-founded the *Health and Wellbeing* project with fellows from six countries, addressing global climate issues and the welfare of students in underdeveloped areas.
- Organized an event on climate issues that brought together 100+ students and professors to contribute 20 solutions altogether.

The School Debating Team

Fellow

Hangzhou

Apr 2021-Present

- Won first place in the "Jinglin Cup" Chinese National Debating Competition for college students.

SKILLS

- **Languages and Certification:** Mandarin (Native), English (TOEFL-112)
- **Technical Skills:** Excel, Power-Point, Photoshop, Adobe Premiere Pro, C, SQL, Python, Markdown, COMSOL, AutoCAD, Tableau
- **Interest:** Boxing, Music, Hiking, Traveling