

# Siqi He

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## EDUCATION

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**Babson College, School of Business**

**Wellesley, MA**

*Bachelor of Science, School of Business*

*May 2021*

**Relevant Coursework:** Economics / Accounting / Fundamental Management and Entrepreneurship

## WORK EXPERIENCE

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**Stoooges Education Consulting Firm**

**Hangzhou, China**

*Marketing Intern, Marketing Department*

*February 2017 – August 2017*

- Developed local market research by designed, distributed and collected online questionnaire
- Assisted marketing manager to organize marketing event in local area; attracted 60% participants by writing promotion article on social media
- Developed proposals, budgets, and schedules, and managed projects to deliver as promised

**Dazhuang Internet Technology Company**

**Hangzhou, China**

*Social Media Intern, Marketing Department*

*July 2017 – August 2017*

- Assisted manager with writing marketing articles and generating ideas about the content and layout of the articles
- Served guests and potential investors by explaining the basic goals and product of the company

**Path Education Firm**

**Hangzhou, China**

*Social Media Intern, Marketing Department*

*February 2017 – August 2017*

- Held marketing activities, produced advertisement writings, promoted the firm to 5 local high schools
- Interviewed 8 teachers, wrote promotion articles for them; each article received most high clicks on social media of this company

## LEADERSHIP EXPERIENCE

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**Actual Self - High School Career Planning Organization**

**Hangzhou, China**

*Founder and CEO*

*October 2014 – June 2017*

- Founded Actual Self educational platform as a response to limited counseling services at school on career planning; stressed the need for students to gain self-exploration skills
- Held 25+ career lectures; benefited 800+ students; organized internship opportunities and workshop
- Invited by local government TV program as the only student club to talk about the company's story
- Raised \$5000+ funds from local firms; gain \$2000+ revenue by selling workshop tickets

**Voyage Media**

**Hangzhou, China**

*Founder and CEO*

*September 2015 – August 2017*

- Founded the 1<sup>st</sup> and most active independent inter-high school student-led media in Hangzhou to tackle communication problems, covering 20 high schools; helped local students launch new clubs
- Divisions included Voyage News Studio to report citywide news and Moment Magazine to collect and share student writing
- Collected \$6000+ funds online in one week by developing an online crowd-funding program

**hack.init()**

**Shanghai, China**

*Director of Public Relationship*

*February 2017 – July 2017*

- Co-organized hack.init(), a 300-people China's premier youth hackathon and the first high school hackathon that promotes inclusivity and cultural diversity, [website: hackinit.io](http://hackinit.io)
- Maintained strong relationship with sponsors and partners; served guests on-site
- Contacted journalists from 3 local newspapers and 2 news stations; Developed media proposals and event schedule

## SKILLS

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- **Languages:** English and Chinese
- **Abilities:** Management, Event-planning, Team-building, Marketing, Communication
- **Interest:** Outdoor Adventure, Graphic Design, Bakery