

Siqi He

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EDUCATION

Babson College, School of Business

Bachelor of Science

Areas of Interest: Entrepreneurship/ Finance/ Operation Management

Wellesley, MA

December 2020

LEADERSHIP & ACTIVITIES

Shanghai Miaochuang Information Technology Co., Ltd

Co-funder and Director of Corporate Relations

Shanghai, China

February 2017 – Present

- Co-organized hack.init() in July, a 300-people China's premier youth hackathon [website: hackinit.io](http://website:hackinit.io)
- Maintained strong relationship with sponsors and partners in 6-months preparation period for the hackathon
- Contacted journalists from newspapers and news stations; Developed media proposals and advertisement writings

Babson Chinese Students and Scholars Association

Co-Director of Public Relations

Boston, MA

September 2017 – Present

- Maintain positive relationship with other CSSA at 5 different colleges in the greater Boston Area (BC, Boston University, Brandeis University, NEU, and Bentley University) to organize many inter-college events
- Assisted the VP in planning and organizing events, including Moon festival, Football contest, and Spring gala

Voyage Media

Founder and CEO

Hangzhou, China

September 2015 – August 2017

- Founded the 1st inter-high school student-led media to tackle communication problems, covering 20 high schools with team of 50 members; helped local students launch new clubs by providing workshops
- Collected \$6,000+ funds online in one week by developing an online crowd-funding program
- Interviewed by 5 newspapers and medias online to tell experiences as a young change maker

Actual Self - High School Career Planning Social Enterprise

Founder and CEO

Hangzhou, China

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; benefitted 800+ students; organized internship opportunities and workshop
- Raised \$5,000+ funds from local firms; gain \$2,000+ revenue by selling workshop tickets

INTERNSHIP EXPERIENCE

Boston Chinese Investment Club

Deal Sourcing Intern, AI Sector

Boston, MA

January 2018 – Present

- Reach out to startups and professionals in AI field and develop relationships with them
- Conduct industry analysis in AI development and investment analysis of AI projects

Hangzhou Muggle Network Technologies Co., Ltd

Digital Marketing Intern, Content Department

Hangzhou, China

December 2017 – January 2017

- Participated in content brainstorming and publishing for the company's social media platform with 2.8M+ followers
- Pulled daily analytics that track social media performance and provided actionable insights and recommendations
- Assisted advertising director in negotiating with advertisers and creating advertising articles;
- Published one advertising article for Lenovo that received 54,000 views and 800 likes

Stoooges Education Consulting Firm

Marketing Intern

Hangzhou, China

February 2017 – August 2017

- Assisted marketing manager to organize marketing event in local area; attracted 60% participants by writing promotion articles on social media
- Acted as a project manager to prepare for one major marketing campaign with 3-months preparation period; developed detailed proposals, event schedule, and budgets of over \$220,000

Yuanli Management Consulting Firm

Secretary Intern, Investment Department

Shanghai, China

May 2017 – July 2017

- Assisted manager with visiting several rising startups in TMT industry and local incubators
- Saved promotion time and boost participants by 10% for one venture forum held by our firm by reaching out to 5 top universities with renowned business program

SKILLS

- **Languages:** Chinese native speaker
- **Abilities:** PowerPoint, Social Media Marketing, Photoshop, After Effects, Adobe Lightroom
- **Interests:** Outdoor Adventure, Photography, Night Running, Meditation, Yoga, Squash