SHIJUN (ASHELY) MA

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EDUCATION

Bayes Business School (formerly Cass)	UK

MSc *Business Analytics* – Grade: distinction(predicted)

- Key Modules: Network Analytics, Data Visualisation, Digital Technologies and Value Creation, Machine Learning, Applied Deep Learning, Analytics Methods for Business, Natural Language Processing, Database Management, Fintech, Revenue Management and Pricing   — 2021-2022
- Applied Research Project (ongoing): Develop a chatbot prototype for MND patients via Facebook ParlAi, collaborated with Rolls-Royce

University of Leeds — UK

MA *Corporate Communications, Marketing and Public Relations* - Grade: distinction

- Key Modules: Corporate Communications Strategy, Marketing Research, Global Strategic Marketing, Brand Management and Corporate Identity, Marketing Analytics   — 2020-2021
- Leeds University Business School Partnership Award 2021: Designed and led SPSS training sessions for course mates with two other students

Southwest Jiaotong University (SWJTU) — CHINA

BEng *Materials Processing and Controlling Engineering* - Grade: 84.88/100 (ranked 12/111 in the 3rd year) with 2nd Class Academic Scholarship

- Key modules: Microcomputer Theory and Application, Higher Mathematics, Probability Theory and Mathematical Statistics, Linear Algebra, Electronic Technology   — 2016-2020
- **Minor**: *Advertising* - won 2nd Prize in The 11th National Advertising Art Design Competition for College Students (Sichuan Area)

University of Cambridge (Summer School Programme) — UK

- Course: Sociology (A-) and British Literature (A-)   — 2019-2019

WORK EXPERIENCE

Daletech Electronics Ltd (Electronic components manufacturer) — UK

Project Intern (Consulting project with Leeds University Business School)

Proposed market entry and marketing recommendations on green technology market and green transition for Daletech Electronics Ltd   — 06/2021-09/2021

- Designed interview guides, conducted in-depth interviews with seven industry experts and completed qualitative analysis; designed a questionnaire to conduct a qualitative survey on consumer attitudes towards green markets
- Wrote an in-depth industry report for the Green IoT electronics components industry
- Developed slides to report on the results of the consultancy project

China News Service, Zhejiang Branch — CHINA

Planner Intern

- Wrote the main body of a local government urbanisation project: organised materials, connected and invited external expertise in universities, developed meeting topics for the local urbanisation forum based on client needs, arranged meeting timeline   — 08/2019-10/2019
- Developed meeting topics and participated in multiple brand planning discussions
- Liaised with external companies to understand their needs, working with them to plan and organise projects

EXTRA CURRICULAR ACTIVITIES AND POSITIONS OF RESPONSIBILITY

NFT Market Analysis Project – Ongoing — UK

- Responsible for writing a NFT market research report   — 02/2022-NOW
- Developed Opensea scraping script and built data pipeline within python and MySQL

Bright network - Internship Experience UK: Professional Service & Consulting — UK

- Worked on a task alongside EY on handling a workplace diversity issue for an organisation   — 06/2021-06/2021
- Developed market research based on their core issues, proposed solutions, more specifically a prototype of a game application in staff training

Head of Hospitality and Guest Relations of Entrepreneur Mindset Expert Panel — UK

- Responsible for communicating with 5 guests and organised the panel with over 50 participants   — 01/2021-03/2021

Project Head of a National College Students Research Training Program — CHINA

- Carried out experiments, data analysis and processing, visualisation   — 05/2018-04/2019
- The outcome of the project has published in Materials Science and Engineering: A (SCI tier 1)

Vice-president of Art and Editorial Society — CHINA

- Responsible for planning of events such as Girls Day and Welcome Party which engaged over 2,000 students   — 09/2016-06/2018
- Managed society WeChat account, the most viewed post has over 10,000 views
- Awarded for Excellent Student Leader

ADDITIONAL INFORMATION

Competitions: Led teams in L'Oréal Brandstorm 2021 and P&G CEO CHALLENGE 2021, developed business plans

Languages: Chinese (native), English (fluent), Japanese (basic), Korean (basic)

IT: SPSS, MATLAB, Origin, Photoshop, Lightroom, Premiere Pro, Excel, Word, PowerPoint, R, Python, SQL, Google Analytics

Interests: Gaming, Arts (pottery and photography), Swimming