

# Huihui He

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## ABOUT ME

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**Technical skills** R Studio, Stata, Excel, LaTeX  
**Languages** Advanced in English (IELTS 7.5). Native in Spanish, Catalan and Chinese. Basic French.  
**Interests** Marketing, Consumer Behavior, Economics, Piano, Hiking

## EDUCATION

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September 2021 **Universitat Pompeu Fabra, Barcelona, Spain**  
Present *BSc International Business Economics*  
- Honors in: Introduction to Macroeconomics, Microeconomics II, Modern Statistical Computing, Consumer Behavior, Final Degree Project  
- Average grade: 8.53/10

September 2023 **University of British Columbia, Vancouver, Canada**  
December 2023 *Erasmus+ international exchange program.*  
- Relevant courses taken: Behavioral Finance, Social Entrepreneurship, Design Methods for Business Innovation. Also took Beginners' French (A1).

September 2018 **Escola Pia Sant Antoni, Spain**  
June 2020 *Scientific baccalaureate*  
- Grade: 9.72/10, graduated with honors.

## PERSONAL PROJECTS

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December 2024 **Final Year Project - The Rise of Mobile Payments in China: Takeaways for Spain**  
- This final degree project analyzes mobile payment adoption in China and Spain, highlighting key differences in consumer behavior and spending habits. Using survey data and statistical methods in RStudio, the project offers insights and strategic recommendations to support mobile payment growth in Spain, inspired by China's success.

June 2024 **Computational Marketing - Computational science for better marketing decisions**  
- Utilized computational techniques and algorithms in Excel and R to solve marketing problems and analyze customer behavior. Applied data analysis methods like chi-squared tests and cluster analysis to identify and profile distinct consumer segments.

December 2023 **Design Methods for Business Innovation - Collaboration with an external client partner**  
- Gained studio-based experience applying design processes and thinking strategies for business innovation by collaborating with Nurse Next Door, a home care franchise. Worked with an interdisciplinary, diverse team to identify key issues in caregiving and develop scalable, human-centered solutions. Developed an app prototype for caregivers to manage schedules, share feedback, and foster community.

December 2023 **Social Entrepreneurship - Applied Social Enterprise Team Project**  
- Addressed social and environmental challenges through business methods by working with CleanStart, a Vancouver-based social enterprise offering junk removal, cleaning, and pest control services. Focused on scaling the business for stable profitability while maintaining its social mission, using strategies like joint ventures and franchising.

## WORK EXPERIENCE

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June 2022 **Sales Assistant – Tommy Hilfiger, Passeig de Gràcia, Barcelona**  
September 2022  
- Managed stock rebalancing and inventory, provided personalized customer support, and coordinated with supervisors to ensure excellent service. Also assisted the Visual Manager in arranging the store to meet high-end fashion brand standards.  
- **Competencies acquired:** effective sales practices, efficient multitasking, achieving high customer satisfaction, visual product placement management, customer support, inventory management.