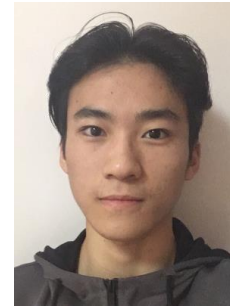


PENGLONG LI



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EDUCATION

- 02.20 – 07.20 **University of Lausanne, Lausanne, Switzerland – MSc in Business Analytics QTEM Exchange**
Major Courses: Advanced Data Analytics, Supply Chain for Business Analytics
- 08.19 – 07.21 **BI Norwegian Business School, Oslo, Norway – MSc in Business Analytics QTEM**
Major Courses: Data Management and Python Programming, Decision Theory and System Dynamics, Applied Data Analytics, Business Optimization, Data Protection and Ethics in the Modern Business Environment.
- 09.15 – 07.19 **Beijing Language and Culture University, Beijing, China -- Bachelor of International Economics and Trade**
Major Courses: Linear Algebras (92), Calculus (96), Probability and Statistics (99), Principles of Economics, Economics (Micro & Macro), Financial Statement Analysis, Principle of Management, Public Finance, Information Management
GPA: 87.7/100 3.65/4
- 08.17 – 06.18 **JAMK University of Applied Sciences, Finland – Bachelor of Business Administration Exchange**
Major Courses: Basic Leadership Skills, Entrepreneurial Marketing, International Marketing, Conflict Management & Cross-cultural Negotiation, Strategic Management, International Market Analysis, Global Team Leadership, International Branding, Experience Industry
GPA: 4.2/5

STUDY PROJECTS

- 02.18 – 05.18 **Simulated Consulting Project – Topic: Virtual Teams**
Interviewed students from nearby universities and employees from local companies about their opinions and experiences on virtual team and combined with academic research to offer recommendations. Wrote a report and gave a presentation at the end of the project.
- 09.17 – 12.17 **JokaSafe, Jokamuovi Oy – International Market Analyst**
Researched into Norwegian protective gloves industry and market and designated a detailed market entry plan using the theories and tools from lectures, including PEST analysis, micro and macro level industry analysis, competitor analysis, SWOT analysis, Kotler's 8 O's, marketing mix, and strategic planning.

WORK EXPERIENCE

- 11.18 – 02.19 **International Data Corporation, Beijing – Business Analyst Intern**
Developed in-depth knowledge of Chinese and American Cybersecurity market, industry, and supplier strategies through primary and secondary research such as company interviews, data collection and modeling, content development; Contributed to and led the creation of written research deliverables – including market analysis documents, market forecast models and presentations; Provided quantitative support for customized projects, in the form of data mining from existing data base;

07.18 – 08.18

Beijing NoxGroup Co., Ltd., Beijing – Overseas Marketing & Operation Intern

Responsible for overseas marketing of Nox products, including new channel extension, daily operation for social media contents, users' feedbacks, and events, as well as boosting activeness of overseas users; Acted as the interface of the user feedback for NoxPlayer overseas, followed up user problems, proposed suggestions for product optimization based on user feedback, and contributed to product iteration; Conducted in-depth analysis for NoxPlayer and competitive products, analyzed user experience and carried out user research based on the analysis;

OTHER SKILLS

IT-skills: R, Python, AMPL, SQL, MS Word, Excel, PPT,

Languages: Chinese – Native, English – Fluent

Interests: All kinds of sports, Music, Reading