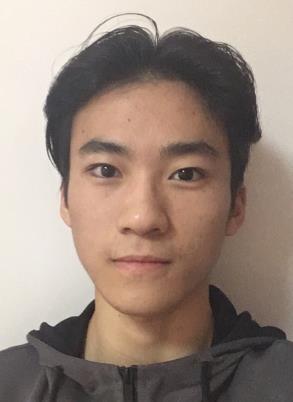
**Penglong Li**

**Address:** Olav M. Troviks vei 2, 0864, Oslo, Norway

**Telephone:** +47 967 555 07

**E-mail:** innocentdragon@outlook.com

**Date of birth:** 30. juli 1997

# EDUCATION

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.

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

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 such as company interviews, data collection and modeling, content development; Contributed to and leaded 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, Unity 3D, Visual Studio 2017,

**Languages:** Chinese – Native, English – Fluent

**Interests:** All kinds of sports (Running), Music (Britpop), Reading (Philosophy)