

Xuanzhi Wang

(+86) 19898810642 / wxzhi_w@163.com



EDUCATION

Wuhan University College of Philosophy / Religion Studies / GPA 3.52	2017.09 - 2021.06
Wuhan University Economics and Management School / Economics	2019.02 - 2021.06
ESDES Business school of Catholic University / France / Management	2019.08 - 2019.12

PROFESSIONAL EXPERIENCE

Ipsos

Social Insight Community 2022.01 - 2022.03

- **Industry Research & Data Analysis:** Contacted clients, analysed product issues and consumers' behavior, and used Words Cloud to detect brand performance in *Shiseido* project; did quantitative analysis, captured the daily e-commerce and social media data of multiple brands in the beauty and skincare industry, used Excel, Cube to count and analyse data for the research reports
- **Project Management:** Gradually managed the project independently, independently complete the CCI data table processing and PPT research report in February and March

Strategy 3

2022.03 - 2022.06

- **Industry Research:** Participated *Didi Driver* project, analysed the status quo and new trends of the car driving track, conducted competitive product analysis, and found industry insight
- **Quantitative Analysis & Qualitative Analysis:** *Meidi Refrigerator* projects, conducted Usage & Attitude research, designed questionnaires, did Focus Group, collected data, did quantitative analysis with qualitative research, and wrote in-depth research reports

Ernst & Young (China) Advisory Limited / Strategy & Transactions

2021.03 - 2021.06

Project of Shandong Quanlin

- **Corporate Restructuring:** Used MS Office to do Cash Flow, Daily Income, Expenditure supervision; coordinated 23 subsidiaries, collected, summarized, analysed their financial reports

Turnaround and Restructuring / Shanghai

- **Project Management:** Summarized the court case processes by collaboratively completing a guidebook, improved teamwork efficiency by designing standardized templates and implementing digital tools
- **Financial Analysis:** Facilitated debt settlements in litigation through negotiations with the respective debtor and creditor; investigated the debtor's assets, reviewed creditors' claims and relevant supporting documents

Tianyukong Creative Advertisement Company / E-commerce Group

2019.06 - 2019.07

- **Project Management & Project Planning:** Contributed the creative idea for the *Tmall Creation Festival* × *Mengniu* project, which was received the client's good feedback and the idea, a gift box, purchased 500+ pieces in a week

Bank of Changsha

2019.01 - 2019.02

- **Financial Analysis:** Communicated with 30 clients and provided personalized financial advice for different needs
- **Industry Research:** Through Wind learned about China's financial market information, the stock and securities information of leading companies in various industries, browsed and organized a large number of analysis reports

Blooming Time Flower Bouquet Art Company/ Media Department

2018.05 - 2019.05

- **Content Operation:** Operated daily social media on *WeChat Official Account* and *Weibo*, designed posters, wrote advising slogans, increased the fan number tenfold in a year
- **Project Planning:** Managed the *Floral Art* event, attracting 500+ people, drove the 400+ sales

EXTRACURRICULAR-ACTIVITIES

The 10th Self-Strength Cup Entrepreneurship Competition of Wuhan University

2020.03 - 2020.04

Champion Learning Chess / Bronze Award

- Connected front-end technical personnel, and integrated resources
- Wrote the business report, worked out a landing plan with the team

10th University Scholars Leadership Symposium / Kuala Lumpur, Malaysia / Team leader

2019.08

- Arranged schedules and organised events abroad
- Attended roundtable meetings with university students all over the world on Refugee issues, took care of Malaysian refugees, studied humanitarian affairs

The Field Work in LingQuan Temple / Group leader

2019.04 - 2019.06

- Lived with monks at the temple, communicated deeply with the Abbot, monks, and Buddhist followers
- Wrote a fieldwork report on Buddhist beliefs of suburban Wuhan and made a short documentary

Zongdian Drama Association / Director of Directing department

2018.06 - 2019.06

- Director of *Ashes to Ashes* which entered the Final of the 4th University Arts Festival of Wuhan
- Vice Director of *Four Idioms* which entered the 13th University Arts Festival of Guangzhou

Shining Street Dance Association / President

2018.06 - 2019.06

- Planned the *Dating with Shining* party which connected student dancers all over Wuhan
- Won the top 10 dancers of Wuhan University, reached the semi-final in University Street Dance League

LANGUAGE & SKILLS

SKILLS: Proficient MS Office such as Excel/Word/PowerPoint; using Bloomberg/Thomson One/Data stream to collect company annual reports, find and download data, and write reports independently; using financial data analysis tools such as PcGive/Stata/EViews for statistical analysis

LANGUAGE: English (fluent), French (basic)