

Kit Ki Chim (Cherry)
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Education

Columbia University Master of Art and Science , Quantitative Methods in the Social Key Courses: Data Analysis for Social Science, Research Seminar, Practicum in Data Analysis	New York, NY May 2026
New York University Bachelor of Science in Marketing Analytics (GPA: 3.92 &Dean's List) Concentration: Social Media Marketing, Consumer Behavior, Digital Marketing	New York, NY May 2025
Zhongnan University of Economics and Law Bachelor of Science in Applied Statistics (Transferred)	Wuhan, China Sep 2021 – May 2023

Professional Experience

Frost & Sullivan (Toulead Research Institute) <i>Market Analyst Intern</i> <ul style="list-style-type: none">Developed a market forecast model for the Multispectral AI industry, projecting the China machine vision market to exceed ¥ 46 billion by 2029 and forecasting a 35.2% 5-year CAGR for the 3D sensor sub-segment.Contributed to the successful Hong Kong IPO processes for two major clients, Zhaowei Mechatronics and Johnson Electric, by authoring prospectus sections and performing rigorous due diligence on market claims.Conducted in-depth competitive landscape analysis on the embedded AI vision sector, profiling key players like Hikvision and Omron to inform client strategy.Synthesized complex research findings into client-facing presentations and participated to deliver strategic insights.	Shenzhen, China May 2025 – Aug 2025
MountE Consulting Consulting Assistant Intern <ul style="list-style-type: none">Executed a Marketing Mix Model (MMM) analysis on two years of historical client data to evaluate multi-channel advertising ROI and sales performance.Delivered a data-driven recommendation that led an automotive peripherals retailer to re-allocate 15% of its marketing budget from Facebook to Google, optimizing for higher ROI.Leveraged Python (Pandas) for data cleaning and manipulation and utilized SWOT and 4Ps frameworks to structure and present strategic insights to the client.	Working Remotely Feb 2024 – Jun 2024
KE Holdings Inc. (Beike) AI Agent Project Intern <ul style="list-style-type: none">Played a key role in developing an AI-powered virtual rental broker, contributing directly to the project's successful demo and presentation.Co-developed the foundational framework for the rental-specific Large Language Model (LLM) by analyzing top international case studies to inform model architecture.	Beijing, China Dec 2023 – Jan 2024
TongChuang Holdings Limited Investment Assistant Intern <ul style="list-style-type: none">Sourced and analyzed key financial data from the Hong Kong Stock Exchange and third-party providers to conduct fundamental analysis on target companies.Partnered with the Investment Director to perform a comprehensive trend analysis of the firm's net asset growth, delivering insights that informed portfolio strategy.	Hong Kong, China Jun 2023 – Aug 2023

Professional Skills

- Technical Skills: Python (Pandas), C++, MySQL, Microsoft Office Suite (Excel, Word, PowerPoint), Google Suite
- Languages: English (Fluent), Mandarin (Native), Cantonese (Native)

Leadership & Extracurricular Activities

- Leader, University Model Team: Directed and trained a 30-member team, managing stage design and rehearsals for an annual university gala with 100+ participants.
- Member, NYU Student Association: Organized student networking events and curated content for official social media channels to drive community engagement.