

**Kit Ki Chim (Cherry)**  
+852 68825356 | CherryChim1121@gmail.com

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### Education

**Columbia University** New York, NY  
Master of Art and Science , **Quantitative Methods in the Social** May 2026  
Key Courses: Data Analysis for Social Science, Research Seminar, Practicum in Data Analysis

**New York University** New York, NY  
Bachelor of Science in **Marketing Analytics** (GPA: **3.92 & Dean's List**) May 2025  
Concentration: Social Media Marketing, Consumer Behavior, Digital Marketing

**Zhongnan University of Economics and Law** Wuhan, China  
Bachelor of Science in **Applied Statistics** (Transferred) Sep 2021 – May 2023

### Professional Experience

**Frost & Sullivan (Toulead Research Institute)** Shenzhen, China  
*Market Analyst Intern* May 2025 – Aug 2025  
• 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.

**MountE Consulting** Working Remotely  
Consulting Assistant Intern Feb 2024 – Jun 2024  
• 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.

**KE Holdings Inc. (Beike)** Beijing, China  
AI Agent Project Intern Dec 2023 – Jan 2024  
• 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.

**TongChuang Holdings Limited** Hong Kong, China  
Investment Assistant Intern Jun 2023 – Aug 2023  
• 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.

### 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.