

高冰洁

18562623141 | 20307100137@fudan.edu.cn | 上海



教育经历

复旦大学 管理学院

2020.09 - 2024.06

财务管理 本科

上海

- **GPA:** 3.57(TOP 28%)
- **荣誉/奖项:** 复旦大学本科生优秀奖学金; 复旦大学(十月评优)优秀学生
- **相关课程:** 投资学(A-); 行为金融学(A); 互联网经济学(A); 财务管理

实习经历

银河基金管理有限公司

2023.01 - 至今

固收研究实习生

上海

- **信用债评级:** 撰写信用债投机级报告30+篇, 主要集中于商业银行金融债; 具体依据宏观经济现状、债券市场情况与公司经营水平, 分析发债公司的财务指标、优势与风险, 评估其偿债能力、盈利能力及资产质量;
- **转债分析:** 利用wind与excel函数功能, 搭建可转债投资价值基本模型, 对新发转债的纯债价值、中签收入及风险进行评估, 最终撰写可转债投资价值报告50+篇; 收集wind金融数据, 追踪新发转债, 更新公司可转债数据库;
- **宏观数据追踪:** 利用wind金融数据库, 跟踪宏观经济数据, 并结合利率水平、相关政策数据, 分析债券市场状况。

字节跳动

2022.06 - 2022.09

战略分析实习生 自助业务

上海

- **竞品追踪:** 关注抖音商业化业务竞品动向, 独立负责快手服务商激励研究, 输出2篇研究报告, 配套绘制PPT; 深度参与课题如快手服务商激励、阿里商家跃迁激励、拼多多及快手产业带运营, 整理1.5万字研究文档;
- **市场机会分析:** 分析线索广告市场, 调研线索收集型行业, 探索自助业务增长点; 独立完成8次客户抽样访谈, 配合电访、桌面研究等方式; 采用市占率、GMV、CTR等指标倒推增量, 评估本公司相关产品发力上述业务可行性。

海通证券股份有限公司

2021.10 - 2022.02

行业研究实习生 研究所-互联网传媒组

上海

- **报告撰写:** 独立研究知乎商业化发展状况, 独立撰写知乎2021年业绩分析及点评; 撰写新媒体广告业务行业报告; 报告撰写中采取Wind数据提取、桌面研究、专家访谈等方式, 结构化整理4万+字会议纪要, 挖掘相关政策及数据指标;
- **模型搭建:** 运用SOTP分部估值法, 搭建快手公司财务估值模型, 将之拆分为直播、广告、电商GMV三部分进行估值; 搭建并持续更新分众传媒草根调研数据库, 利用Excel函数, 按行业、地区/时段等维度分析广告主结构。

方正证券投资有限公司

2021.06 - 2021.09

行业研究实习生 家电组

上海

- **个股报告:** 独立完成1篇个股深度报告, 对国内智能按摩仪上市公司倍轻松(首次覆盖)进行深度研究, 对公司基本状况、价值传递等进行分析, 进行PE估值; 研究国内小型按摩仪市场, 并利用日本、港台市场渗透率, 分析国内市场预期;
- **行业报告:** 协助团队完成扫地机行业深度报告, 独立负责识别技术研究(如VSLAM、dTOF模组), 并分类研究清洁拖洗模组, 比较热门产品拖洗功能; 利用奥维云网等数据门户, 长期追踪扫地机行业周度数据, 积累可选家电消费领域知识。

项目/学生工作经历

复旦大学管理学院学生会 主席

2020.09 - 至今

- **领导团队:** 担任院系本科生学生会主席(2022-2023)、综合管理部负责人(2021-2022); 领导6个部门、80名学生会成员;
- **组织活动:** 组织系列校园活动, 与校学生会、教师工会等组织形成联动, 主创举办管院Orientation迎新活动(参与人次300人)、院际12·9合唱比赛(28个学院参赛)、管院6大俱乐部管理、大学生情感心理讲座(参与人数200人)等活动。

复旦大学管理学院案例开发中心 研究助理

2022.04 - 2022.10

- **案例撰写:** 支持管理学院企业管理系教授, 开发知识管理战略相关案例, 深入研究企业应用线上办公平台(如飞书)对组织内知识产生与传播的促进作用, 撰写管理学院战略研究案例; 其中独立撰写组织变革与考核部分8000字报告;
- **项目支持:** 任课堂实训助理; 整理文献综述, 为案例提供相关理论支持; 参与对企业内员工的深度访谈。

“贝恩杯”案例分析大赛 参赛队员

2022.05 - 2022.05

- **业务分析:** 对元气森林进行发展战略分析并绘制20页报告, 分析中国无糖软饮市场竞争格局及核心驱动力, 并梳理企业客群及供应链, 最终形成战略设计, 提出以数据驱动的供应链增效战略及产品场景双拓展战略, 事实与其2023披露战略契合;
- **出海追踪:** 持续追踪品牌后续动向, 关注出海动因与困境, 结合专业知识提出其北美市场改进战略, 绘制30页报告。

技能&兴趣

- **技能:** Office(熟练使用Excel函数); Wind; 编程语言(Python/R); 公众号运营(曾运营社团公众号, 粉丝7000)
- **语言:** 英语(雅思7.0), 普通话
- **兴趣爱好:** 写作(网络文学平台积累6000+粉丝); 公益(流浪狗救助站长期资助&服务); 音乐(音乐剧、乐队)

Gao Bingjie

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EDUCATION

Fudan University Financial Management bachelor	Jun 2020 - Apr 2024 Shanghai
<ul style="list-style-type: none">GPA: 3.57 (TOP 28%)Honors/Awards: Fudan University Undergraduate Merit Scholarship ; Fudan University Outstanding StudentCourse: Investment(A-); Behavior Finance(A); Internet Economy(A);Strategic Management (A); Financial Management	

INTERNSHIP EXPERIENCE

Galaxy Asset Management Co. Ltd. Fixed Income Research Intern	Jan 2023 - Present Shanghai
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- Credit bond rating report:** write 30+ rating reports on credit bonds; analyze financial indicators, advantages, and risks of bond issuing companies, assess solvency, profitability and asset quality with macro situation, market situation, and company operation;
- Bonds assessment:** use Wind and Excel to build basic model of valuing new-issued convertible bonds, assess pure debt value, winning income, and risk of bonds, and write 50+ reports; track issuance of convertible bonds and update company's database;
- Macro data tracking:** use Wind to track macro data and analyze market conditions with monetary policy and credit allocation.

Bytadance Co. Ltd. Strategic Analysis Intern Self-service Business	Jun 2022 - Sep 2022 Shanghai
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- Competitor Tracking:** study competing trends in TikTok commercialization business competitor, independently responsible for Kuaishou service provider incentive research, output 2 research reports, and related PPT; deeply implement research like Ali e-commerce leap incentive, pinduoduo and Kuaishou industry belt operation and finish 15,000 words document;
- Quantitative Research:** design questionnaire and collect 576 valid sample, use Excel and Python to establish quantitative assessment model of pain value and priority; inspect customers' pain points, propose solutions to 4 stages and 8 core problems
- Opportunity Analysis:** complete 8 customer interviews, cold calling, and desk research to study closed-loop transactions and lead-gathering industries; use metrics as market share, GMV, TR to extrapolate incremental volume and assess feasibility

Haitong Securities Company Limited Equity Research Intern TMT	Oct 2021 - Feb 2022 Shanghai
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- Equity Research Report:** assist in writing the in-depth report on the industry, adopt Wind data extraction, desk research, and expert interviews to dig into relevant policies and data, and analyze the development of TMT business in 2021;
- Annual Report Review:** independently write the 2021 annual report reviews of several companies (e.g. Zhihu) ; attend interviews with experts and executives in the Internet industry and output over 40,000 words of notes;
- Support Project Team:** use Excel to build Focus Media's grassroots database and analyze advertiser structure by industry; use segment valuation to build Kuaishou's valuation model; track stock price of Web3.0 and meta-universe related companies.

Founder Securities Company Co. Ltd. Industry Research Intern Home Appliance Group	Jun 2021 - Sep 2021 Shanghai
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- Individual stock report:** conduct in-depth research on intelligent massage instrument company Breo (first coverage), analyze basic situation and value transfer of the company as well as PE valuation, and complete in-depth report; study domestic small massage instrument market and analyze market expectations through Japanese and Korean market penetration;
- Industry reports:** assist in in-depth reports on sweeper industry, independently responsible for research of identifying technology and mopping modules; using data portals (Aowei Cloud) tracking weekly data of sweeper industry for long time (8 weeks);
- Daily project support:** use Wind, Bloomberg writing companies' three-quarter report foresight, and performance review.

LEADERSHIP & POJECT EXPERIENCE

"Bain Cup" Case Analysis Competition	May 2022
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- Business Analysis:** Conduct strategic analysis for GenkiForest; analyze core drivers of sugar-free soft drink market, claim its customer base and supply chain, and propose data-driven supply chain and product scenario strategy in a 20-page report;
- Overseas tracking:** Continuously track the brand and focus on the motivation and difficulties of going abroad, propose its North American market improvement strategy with a 30-page report.

President of Student Union of the School of Management , Fudan University	Sep 2020 - Present
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- Serve as the President of the Student Union (2022) and Head of the General Management Department (2021); led 6 major departments with 80+ members to plan and implement major campus events for the general students and faculty
- Organize events as Orientation (400+ participants), 12.9 Choral Competition (28 departments participated), and manage 6 clubs

Research Assistant of Case Development Center, Fudan University	Apr 2022 - Oct 2022
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- Develop knowledge management cases; conduct interviews, desk research, and independently write an 8,000-word paper

SKILLS, CERTIFICATIONS & OTHERS

- Skills:** Power Point(Proficient), Excel(Proficient), R(Basic), Python(Basic), Adobe Photoshop(Basic)
- Languages:** English(ielts 7.0), Mandarin Chinese(Native)
- Interests:** Writing (6000+ fans on fiction websites); Public service (long-term fund&volunteer at dog shelter); Musical theater