

Zhenghong Chen

University of Massachusetts Amherst
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Education

University of Massachusetts Amherst, Amherst, MA Sept 2022 – May 2026 (expected)
B.S. in Managerial Economics, Minor in Business
GPA: 3.8 / 4.0

Honors: Chancellor's Award and Scholarship, Dean's List, Economics-CoOp Fellow Award

Certificate: Applied Economic Research on Cooperative Enterprises

Research Experience

Valley Alliance of Worker Co-operatives (VAWC), Amherst, MA May 2025 – Aug 2025
Economic Research & Impact Analyst

- Conducted IMPLAN-based economic modeling on 150+ cooperative data points, estimating a \$60M GDP impact and 67 jobs supported.
- Synthesized survey and modeling findings into five concise research briefs to support statewide cooperative development.

Everbright Bank, Shanghai, China Jun 2024 – Jul 2024
Investment & Finance Summer Associate

- Analyzed financial statements of 10+ institutions and produced comparative reports on market performance and risk.
- Compiled weekly monetary reports using Excel visualizations to inform investment strategy.

Academic Projects

Managerial Economics: PFAS Contamination Study Spring 2025

- Performed regression analysis in Excel to evaluate PFAS impact on U.S. housing prices.

Intermediate Statistics for Business & Economics Summer 2024

- Applied ANOVA and hypothesis testing on sales datasets to assess inter-segment differences.

Leadership

UMass Chinese Students and Scholars Association (CSSA) Sept 2022 – Present
Event Coordinator

- Designed digital campaigns that raised event participation by 70% and managed WeChat groups with 500+ members.

Skills

Languages: English (fluent), Mandarin (native), Japanese (conversational)

Software: Excel, Python, Microsoft Suite, IMPLAN

Methods: Regression, ANOVA, Hypothesis Testing, Data Visualization