

PINWEN (Lillian) MU

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EDUCATION BACKGROUND

2023.01- Present	Boston University	Online, Boston, USA
<i>MSC, Software Development (current GPA: 3.9/4.0)</i>		
2016.08-2019.06	Nanjing University of Finance and Economics	Nanjing, China
<i>MSC, Economics (Big Data)</i>		
2012.09-2016.06	Nanjing University of Posts and Telecommunications	Nanjing, China
<i>BSC, Microelectronics</i>		

WORK EXPERIENCE

2020.07-2023.06	CR Yuanta Fund Management Co., Ltd.	Shanghai, China
<i>East China Marketing Center, Senior manager of Institutional Sales</i>		
<ul style="list-style-type: none">● Marketing ability and assisting techniques: During my tenure, I successfully marketed equity funds worth about 100 million RMB, bond funds about 350 million RMB, and money market funds about 600 million RMB. I worked with a bunch of distribution institutions and managed to get our company on a bank's whitelist independently, which helped us secure a credit line of 200 million RMB. In 2022, I contributed to around 25% of the management fee revenue for the East China Marketing Center.● Hard working and communicating skills: Aligned with the company's marketing strategy, during my tenure, I autonomously covered a diverse range of over 60 financial institutions, encompassing more than 20 banks, over 10 insurance clients, and in excess of 10 futures clients. Furthermore, I pioneered inaugural collaborations with several of these esteemed establishments.● Data analyzing skills: In response to client demands and market trends, I conducted comprehensive data analysis and synthesized reports, advocated for fund products, and spearheaded nearly 30 roadshows with fund managers. Demonstrating unwavering commitment to client relationship management, I consistently prioritized regular visits and delivered top-tier service.		
2019.06-2020.06	Rongtong Fund Management Co., Ltd.	Shanghai, China
<i>East China Marketing Center, manager of Channel Sales</i>		
<ul style="list-style-type: none">● Strong execution ability: Aligned with the company's marketing strategy, I led sales campaigns, collaborated with banking channels at all levels, and executed company-established sales plans. From a starting point of zero sales, I achieved remarkable results in my designated bank channels within six months. During my tenure, our equity products consistently dominated over 50% of the ICBC's total sales in my region for three straight quarters. Our team earned the 'Best Launch Team Award' in Q2 2019. By Q4, product sales within my jurisdiction at CCB constituted over 60% of the total for the entire East China region.● Skills in providing expert advice and guidance: Chaired the investment advisory group, facilitating monthly exchanges between investment research and sales to enhance communication; took the lead in developing video training courses on scheduled investments for CIB.		

REWARDS

- Third prize of Contemporary Undergraduate Mathematical Contest in Modeling (Jiangsu Province, 2014)
- Rongtong Fund's Best Launch Team for Q2 2019

SKILLS

- Python; Java; Sql; NCRE-Level 2 C language; Wind; MS Word/Excel/PowerPoint; CFA II-Level Candidate
- Mandarin (Native) and English (Fluent)
- Hobbies: Piano, Traveling, Outdoor Activities