Li, Zhaozhi

https://mrlizhaozhi.github.io

SUMMARY

Experienced professional with a bachelor of science in finance and information systems serving as a Management Trainee at HSBC responsible for digitization in operations transformation. Passionate about applying expertise in business and technology to create value for companies, consumers, and society.

EDUCATION

MARQUETTE UNIVERSITY   Milwaukee, WI
Bachelor of Science (B.S.)   August 2017 – May 2021
MAJOR #1: Finance
MAJOR #2: Information Systems

PROJECTS

Airline Customer Satisfaction Analysis   September 2020 – October 2020
Business Analyst   Milwaukee, WI
- Analyzed a set of customer feedback data with over 100,000 records to help airliners improve customer satisfaction ratings.
- Visualized trends in the data to spot anomalies and created models using over 20 variables. Our optimal model had one of the best representation of the data among all teams.
- Arranged meetings with team members to summarize analytical outcome, created a slide deck with visualizations and statistical terms translated into plain business language and presented in class.

Interactive Financial Models   September 2019 – October 2019
Financial Analyst   Milwaukee, WI
- Built an interactive spreadsheet-based financial model to schedule amortized loan payments that helps borrowers pay off debts on time.
- Built a model that uses Net Present Value (NPV) to evaluate investment projects against available funds, ensuring that the business invests in the most promising projects.

Database-Driven E-commerce Application   June 2018 – July 2018
Database Administrator and Web Developer   Milwaukee, WI
- Developed a database-driven application using HTML5, CSS3, JavaScript and PHP for an e-commerce company to model simulate retail business activities.
- Constructed a MySQL relational database to support the application's account management, shopping cart and payment features.
- Wrote SQL queries to extract data based on business needs to conduct analysis, making use of operational data to formulate strategy.

EXPERIENCE

Business Manager (Global Graduate Trainee)   February 2022 – August 2022
HSBC Electronic Data Processing (Guangdong) Co., Ltd.   Guangzhou, China
- Introduced automation to management information dashboards that compute and visualize a range of performance indicators, enabling the dashboards to synchronize data and stay up-to-date with the latest data.
- Analyzed volume, overtime, and cost to help the Bank optimize staffing, monitor and control operational risks, and set operational standards across departments.
- Analyzed resource utilization data which helped to free up 50.43% desks across departments, effectively met the demands from the downsizing of rental office space and the renovation project in one of three locations.
- Analyzed monthly operations data collected from business leads, applied the PDCA model to monitor and respond to risks.

Automation Project Manager (Global Graduate Trainee)   July 2021 – February 2022
HSBC Electronic Data Processing (Guangdong) Co., Ltd.   Guangzhou, China
- Led a mixed team in standardizing operating procedures through building digital checklists which also helped shortening the time required for getting new joiners onboard by half from one month to less than two weeks.
- Formed a cross-functional team to visualize business processes, identified 8 areas of improvement and developed and deployed robotic process automation (RPA) solutions to streamline processes, overcoming a range of technical and bureaucratic challenges. Tasks took 60 minutes are now done in less than 8 minutes.

Digital Campaign Manager   June 2020 – August 2020
Freelance & Contract   Milwaukee, WI
- Analyzed user requirements and translated them into a web application through collective brainstorming.
- Led a team in building the dynamic, database-driven website with poll and donation features from scratch, conducting extensive research on technologies.
- Operated the website in close collaboration with team members to update content, run online campaigns and respond to questions from visitors. Managed to get the website on the top of the first page in Google search with a search engine optimization (SEO) strategy.
- Analyzed traffic and poll data to retrieve actionable insights which helped the Campaign formulate marketing strategy. Data suggested over 90% of visitors participated in the polls hosted on our website.

Digital Program Technician   September 2019 – March 2020
Marquette University   Milwaukee, WI
- Digitalized paper-based historical documents with optical character recognition (OCR) to make the scanned text searchable.
- Maintained a relational database to help the campus library track its digitization projects, ensuring all the documents are digitalized, archived, and published in an online academic repository accessed worldwide.
- Created descriptive labels to improve the search tool of the repository, making it easy for global scholars and researchers to extract documents.

EXTRACURRICULAR

Vice President, Operations and Communication   March 2020 – May 2020
Marquette University Information Systems Organization   Milwaukee, WI
- Helped information systems majors plan their course registration in the best possible arrangement according to curriculum requirements.
- Created marketing materials to promote career opportunities and events in technology to information systems students and other STEM students.
- Provided guidance to corporate representatives and students at the venue during career fairs and other events hosted by the information.

Vice President, Moderation and Logistics   March 2019 – May 2019
Marquette University Cyber Security Club   Milwaukee, WI
- Founded a student organization dedicated to Cyber Security with 4 students across disciplines and created a marketing strategy to promote the club on the Open Campus Day. Got 80+ students to sign up for membership.
- Prepared communication emails, infographics and other materials to invite members to weekly meetings. Over 95% registered members participated in club events throughout the semester.
- Picked topics and designed activities for each meeting, creating an environment for discussion and debate and sharing cyber safety tips and tricks.

SKILL SET

Analytical	Python, R, SQL, Excel, Tableau, Power BI, SQL Server, MS Visio, MySQL
Technical	HTML, CSS, JavaScript, PHP, Django, WordPress, Jekyll, SEO techniques
Interpersonal	Writing, Presentation, Teamwork, Exchange, Networking, Chinese, English