

Zhaozhi Li

SUMMARY

Finance and Information Systems graduate proficient in business analytics. Currently working as a Global Graduate Trainee at HSBC, responsible for digitization in operations management. Passionate about applying expertise in business intelligence and information technology to create value for businesses, consumers, and society.

EDUCATION

MARQUETTE UNIVERSITY

Bachelor of Science (B.S.)

MAJOR #1: Finance

MAJOR #2: Information Systems

Milwaukee, WI

August 2017 – May 2021

GPA: 3.45/4.00

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 airlines 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 for Strategic Management

September 2019 – October 2019

Financial Analyst

Milwaukee, WI

- Built an interactive model to schedule amortized loan payments, helping borrowers pay off debts on time.
- Created 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.

Relational Database for Online Coffee Shop

June 2018 – July 2018

Database Administrator and Web Developer

Milwaukee, WI

- Designed and developed a web application with database systems for an e-commerce coffee shop business to model online retail business activities.
- Constructed a MySQL relational database to support the web application's account management, shopping cart and payment functionalities.
- Composed SQL queries to extract data based on business requirements to conduct further analysis, making use of collected data to formulate business strategies.

EXPERIENCE

Business Support Manager (Global Graduate Trainee)

February 2022 – Present

HSBC EDP (Guangdong) Co., Ltd.

Guangzhou, China

- Introduced automation to dashboards that compute and visualize a range of operational performance indicators, enabling the dashboards to synchronize data and making them interactive and insightful.
- Analyzed volume, overtime, and cost data to help the bank optimize staffing, monitor and control operational risks, and set standards and directions across departments.
- Desk utilization analysis helped free up 50.43% desks from across departments, effectively met the demands from the downsizing of rental office space.
- Garnered and analyzed monthly data from business heads, applied the PDCA methodology to monitor and respond to risks.

Digitization Project Manager (Global Graduate Trainee)

July 2021 – February 2022

HSBC EDP (Guangdong) Co., Ltd.

Guangzhou, China

- Led a team of six in the standardization of operating procedures through the adoption of digitization, improving productivity, reducing human errors, and 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; developed and piloted robotic process automation (RPA) solutions to streamline processes, overcoming a range of technical and bureaucratic challenges; tasks that took 60 minutes to complete are now done in 8 minutes.

Web Application Campaign Manager

June 2020 – August 2020

Freelance & Contract

Milwaukee, WI

- Analyzed user requirements and translated them into a web application product design through collective brainstorming.
- Surveyed random people to collect feedback on user interface design and adjusted our solution accordingly to optimize the website's marketing performance.
- Led a team of six in building a dynamic, database-driven website with poll and donation features from scratch, conducting extensive research on web 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 top of the first page of Google search with search engine optimization (SEO) techniques.
- Analyzed traffic and poll data to retrieve actionable insights that helped the campaign formulate marketing strategy. Data suggests over 90% of visitors participated in the polls hosted on our website.

Digitization Program Technician

September 2019 – March 2020

Marquette University

Milwaukee, WI

- Digitized documents and applied optical character recognition (OCR) to make scanned texts searchable.
- Maintained a relational database to help the university library track digitization projects, ensuring all the documents are digitized, archived, and published in an online academic repository accessible 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, Digital Operations and Analytics

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 organization.

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 undergraduate and graduate students and created marketing strategy to advertise the club on Open Campus Day. Got 80+ students to sign up.
- Prepared communication emails, info-graphics and other materials to invite members to weekly club meetings. Over 95% registered members participated in club events throughout the semester.
- Responsible for picking topics and activities for each meeting, creating an environment for discussion and debate, and sharing cyber security tips and tricks.

SKILL SET

Data Analysis	Python, R, SQL, MS Excel, Tableau, Power BI, SQL Server, Visio
Web Development	HTML, CSS, JavaScript, PHP, Django, WordPress, Jekyll, Search Engine Optimization
Interpersonal	Documentation, Presentation, Teamwork, Networking, Chinese, English