

# Zhaozhi Li

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## SUMMARY

A tech-savvy quick learner who appreciates continuous learning and asking questions. Passionate about applying emerging technologies and data analytics to improve business results. Experienced in project management, data analysis, relational databases and web development. Proficient in English, Putonghua and Cantonese.

## EDUCATION

### MARQUETTE UNIVERSITY

Bachelor of Science – (BS)

**MAJOR #1:** Finance

**MAJOR #2:** Information Systems

Milwaukee, United States

August 2017 – May 2021

GPA: 3.45/4.00

## PROJECTS

Hospitality Operations Commercial Analytics

March 2021 – May 2021

BUAN 3066 Business Analytics II (Predictive & Prescriptive Analytics)

Milwaukee, United States

- Applied descriptive statistics and analytics to get an overview of available business and economic data.
- Used the R language to develop predictive models to assess different scenarios (e.g. room type and pricing).
- Created data visualisations in Tableau and PowerPoint slide decks to present insights and propose solutions.

Airline Customer Satisfaction Analysis

September 2020 – October 2020

BUAN 3065 Business Analytics I (Statistics and Descriptive Analytics)

Milwaukee, United States

- Analysed a large set of recorded customer data using Tableau and R.
- Proposed solutions for improving ticket sales and enhancing customer experience.
- Created data visualisations and slide decks to present insights.

Financial Model Development

September 2019 – October 2019

FINA 4050 Applied Financial Modelling

Milwaukee, United States

- Developed financial models for Loan Amortisation and Leveraged Buyout in Microsoft Excel using VBA.
- Created a model for evaluating projects based on net present value to aid investment decision making.

E-Commerce Relational Database Design

September 2019 – October 2019

INSY 4055 Web-Based Applications

Milwaukee, United States

- Designed and developed a database-driven e-commerce web application with data collection and transaction features using HTML, CSS, JavaScript and PHP.
- Designed a relational database in Microsoft Visio and implemented the database with MySQL Workbench for the application.

## EXPERIENCE

Global Operations Graduate Trainee

July 2021 – Present

HSBC Group China

Guangzhou & Foshan, China

- Developed a spreadsheet application in Microsoft Excel with Visual Basic for Applications (VBA) to standardise the operating procedure and flatten the learning curve for new colleagues joining the team.
- Analysed the credit lifecycle to identify pain points through visualising the business process in Microsoft Visio, holding discussions with stakeholders and driving change initiatives.
- Used Alteryx Designer to prepare data sets for business analytics projects in the bank's operational excellence transformation programme.

Full-Stack Web Developer  
Freelance & Contract

June 2020 – August 2020  
Milwaukee, United States

- Analysed user requirements and developed a campaign website, over 90% visitors signed up to vote.
- Created surveys on the website and a relational database to store user responses.
- Analysed user data to retrieve actionable insights to help formulate promotion strategies.

Digital Program Technician  
Marquette University

September 2019 – March 2020  
Milwaukee, United States

- Applied optical character recognition technology to digitalize historical documents.
- Reformatted digitalized documents to enhance accessibility with Acrobat Professional.
- Maintained a Microsoft Access relational database to keep track of digitization projects.
- Created descriptive labels for documents to enhance on-line repository search results.

Financial Services Intern  
China Everbright Bank

June 2019 – August 2019  
Guangzhou, China

- Consolidated financial statements and retrieved key indicators to assess corporate clients' financial condition.
- Assisted relationship managers in determining loan interest rates by reviewing credit history, banking statements, and collateral valuation reports, etc. submitted by individual loan applicants.
- Attended daily meetings to learn about the bank's product offerings, characteristics of each product, and sales strategy targeting different demographics.
- Provided guidance on account checking for customers visiting the branch.

## EXTRACURRICULARS

Vice President	Information Technology Student Organization	April 2020 – May 2020
Operations and Logistics Officer	Marquette University Cyber Security Club	April 2019 – May 2019

## INTERESTS & SKILLS

As a results-driven business professional, I enjoy learning new things on the job and after work. Whether directly related to my tasks or not, I always find self-learning an important skill to have. Through prior experience, I have gained knowledge and skills in areas including project management, financial analysis, data analytics, database administration and web development. As a human being, I enjoy sketching, reading, blogging and watching films. Most importantly, I enjoy co-operating with other human beings.

Professional	Business Analytics, Data Cleansing, Data Analysis, Machine Learning, Financial Modelling, Web Application Development
Technical	Alteryx Designer, MySQL, Microsoft Access, Microsoft Excel, Microsoft Visio, OpenRefine, Python, Power BI, R, Salesforce, SQL, Tableau, TensorFlow, Visual Basic for Applications (VBA)
Interpersonal	Cantonese, Customer Service, English (GB & US), Documentation, Project Management, Presentation, Putonghua, Storytelling