

# Michael Zhao

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## EXPERIENCE

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### AlphaBeta Advisors (acquired by Accenture Strategy in 2020)

Consultant | *Strategy & Economics*

Dec 2021 – Present

- Coordinated a team of five to deliver a study on the health of Australia's \$39bn p.a defence supply chain for senior federal agency advisors
  - Modelled the probability of SME business failure using business financial data and macroeconomic statistics in R
  - Managed weekly project workflow and client interactions as the senior analyst on the project in order to accommodate limited manager capacity

Analyst | *Strategy & Economics*

Apr 2020 – Nov 2021

- Undertook an Australian-first study to forecast revenues exceeding \$30bn p.a for an ASX10 conglomerate
  - Performed matched counterfactual analysis using near real-time consume credit data to observe stimulus and COVID-19 consumption shocks on similar groups using python (pandas, NumPy, Matplotlib, ggplot)
  - Presented insights and findings to C-Suite executives to inform the Conglomerate's COVID recovery strategy
- Led the consumer impact modelling for [NBN Co's regulatory response](#) amidst intense media scrutiny
  - Conducted scenario analysis on pricing levers to determine welfare loss from alternative pricing structures
  - Engaged with senior C-Suite executives to shape the networks communications and regulatory response
- Undertook comprehensive modelling of the domestic job market in [the Hon. Jenny Macklin's Review](#)
  - Developed a dynamic model of Victoria's jobs market using Computable general equilibrium (CGE) and skills clustering analysis to identify key skill shortages and upskilling opportunities over the next 10 years
- Took ownership over efforts to maintain team morale and culture post-acquisition as co-chair of the "Ministry of Fun"

### University of Melbourne

Feb 2019 – Nov 2019

Academic Tutor | *Faculty of Business and Economics*

- Achieved an overall Student Experience Survey teaching evaluation of 4.8/5 from over 120 students across Introductory Microeconomics (ECON10004) and Principles of Finance (FNCE10002)

## SIDE PROJECTS

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### Ravesupplement.com.au

2020 - Present

Founder | *e-Commerce*

- Built Australia's leading festival vitamin brand, driven by a mission to reduce harm and increase education at festivals
- Grew sales by 50% MoM to \$8k in 6 months of launch using website optimisation, A/B testing and customer personas

## EDUCATION

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### University of Melbourne

2015-2019

Bachelor of Commerce (Honours), Economics | *WAM: High Distinction (82.4/100)*

- Thesis: The Theory of Equalising Differences: A Study of Aggression in Australia's Clinical Practice
- Received national recognition at Enactus for incubating 4 social enterprises in Australia and in Nepal tackling issues of female empowerment, urban rejuvenation, food wastage and single-use plastics
- Awards: Top grade in Introductory Microeconomics; Enactus 2018 Most Outstanding Student; Auckland International Champions Case Competition; Melbourne Global Scholarship; Leaders in Community Award; New Colombo Plan

### Melbourne High School

2011-2014

ATAR: 98.80

- Led a cohort of over 300 boys to the 2014 Annual Championship as Como House Captain

## SKILLS

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**Programming:** R, Python, SQL, STATA, HTML/CSS, JavaScript, Figma, Microsoft Office

**Interests:** NBA hoop dreams, Cold drip coffee, Melbourne Marathon, Oxfam 100km Trailwalk, Vipassanā Meditation