

任皓韵 Rita Ren

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教育经历

英属哥伦比亚大学 尚德商学院 | 商业分析硕士 温哥华, 加拿大, 2025.08-2026.11

- 核心课程: 业务分析数据管理 (92%)、描述性与预测性业务分析 (87%)、商业分析编程 (85%)、数据可视化 (84%)、数据驱动营销 (81%)、机器学习

英属哥伦比亚大学 尚德商学院 | 商学学士 (荣誉) 温哥华, 加拿大, 2021.09-2025.05

专业: 商业科技管理 (辅修商业分析)

- GPA: 3.95/4.33 (专业前10%)
- 奖项: 杰出国际学生奖; 赵莲与何锦恩纪念奖 (Chiu Lin & Grace Ho Memorial Award)
- 核心课程: 管理信息系统 (94%)、金融学 (94%)、定量决策分析 (94%)、物流与运营管理 (89%)、国际商业管理 (89%)、数据可视化与分析 (87%)、管理与组织行为 (86%)、编程与分析 (85%)

实习经历

阅之美文化传播有限公司 | 电商运营实习生 南京, 2024.06-2024.08

公司简介: 早期女性护理消费品牌, 覆盖淘宝、抖音等平台, 年销售额数十万元规模。

- 市场与竞品分析: 以主流电商平台 TOP10 品牌与商品 为对标对象, 拆解产品卖点、商详页逻辑与套组结构, 识别可复制要素与差异化空间, 为商品组合与卖点优化提供依据
- 用户与定价判断: 基于用户调研数据, 从使用场景、价格敏感度与关键购买要素切入进行用户细分, 提出中低端定价 + 核心人群聚焦的新品策略, 并结合品牌“植萃”定位明确温和、天然的差异化方向
- 增长与转化支持: 结合行业趋势与社媒内容表现, 提出内容型与测评型博主投放建议, 相关优化方案推动转化率与用户满意度提升约 15%

国泰君安证券股份有限公司 | 会计实习生 南京, 2023.05-2023.07

部门概况: 负责公司会计核算、财务数据管理及内部财务分析, 支持集团层面分公司对比与管理决策

- 财务分析与对标: 基于公司内部财务数据, 协助构建统一分析口径与标准化报表框架, 并对集团内分公司 成本、费用与经营指标 进行横向对比, 识别关键差异与潜在风险点
- 管理决策支持: 通过对经营指标波动与成本结构差异的分析, 为部门内部管理分析及成本控制决策提供数据支持
- 数据与合规支持: 使用 Excel 与财务系统整理会计凭证与档案, 参与财务数据集中管理体系搭建, 提升数据可追溯性与审计合规水平

校园经历

UBC 尚德商学院 | CLC PASS Leader项目 温哥华, 加拿大, 2025.08-2026.02

- 教学效果分析: 负责两门核心课程的辅导与教学设计, 通过数据跟踪学生学习进度与共性难点, 优化教学策略, 学生课程满意度提升18%
- 项目增长与推广: 主导项目宣传 (线下活动 + 社媒平台), 官方账号粉丝增长 3000+, 学生出勤率同比提升 30%

UBC中商社 | 人力资源主席 温哥华, 加拿大, 2023.05-2024.05

- 负责社团人力资源管理与组织结构优化, 制定并推进继任计划, 确保领导层连续性与组织稳定
- 主导大型活动与跨部门协作, 组织 2 场新生活动, 累计参与人次 300+

CUBS | 外联部干事 温哥华, 加拿大, 2022.12-2023.10

- 代表社团与供应商进行商务谈判, 将单杯成本由 \$9 降至 \$5, 并组织创新性筹款活动, 用于支持社团公益项目

其他信息

- 语言能力: 英语 (Cambridge IPQ 等级A*, GRE 325, 口语流利, 可作工作语言); 法语/韩语/粤语 (初级)
- 办公能力: 熟练使用Python、R、SQL、Power BI、Tableau、Excel、Word、PowerPoint
- 兴趣爱好: 中国舞、旅行、绘画、登山, 网球
- 自我评价: 相对属于沉稳型性格, 性格乐观开朗, 执行力较强, 始终保持积极正向的工作态度。在面对挑战与压力时, 能够快速适应变化, 主动调整状态, 并高效制定切实可行的解决方案。具备较强的亲和力与沟通能力, 善于倾听他人意见, 乐于分享经验, 在团队中营造和谐、友好的工作氛围。工作中注重细节与执行质量, 确保各项任务高标准完成。

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Education Background

UBC Sauder School of Business | Master of Business Analytics Vancouver, CA, Aug 2025 - Nov 2026

- Key Courses: Data Visualization, Business Analytics Programming, Machine Learning, Predictive & Descriptive Analytics, Data-Driven Marketing, Info Tech Management, and Program Management.

UBC Sauder School of Business | Bachelor of Commerce with Honours Vancouver, CA, Sep 2021 - May 2025

- Business Technology Management with a Concentration in Business Analytics
- GPA: 3.95/4.33; Ranked top 10% ; 4 years' Dean's List
- Scholarships: Outstanding International Student Award; Chiu Lin & Grace Ho Memorial Award
- Key Courses: Management Information Systems, Finance, Quantitative Decision Making, Logistics and Operations Management, Management and Organizational Behavior, Programming and Analytics

Internship Experience

Hongzhimei Culture Communication Co. | E-commerce operating Intern Nanjing, Jun 2024 - Aug 2024

Company Overview: Early-stage consumer brand in feminine hygiene and personal care, operating on Taobao and Douyin; annual revenue ~RMB 300,000–500,000

- **Market & Competitive Analysis:** Benchmarked Top 10 brands/SKUs across major e-commerce platforms to assess value propositions, PDP logic, and bundle structures, informing product bundling and messaging decisions.
- **Customer & Pricing Insights:** Analyzed user survey data to segment customers by usage scenarios, price sensitivity, and purchase drivers; supported mid-to-low pricing and core-customer focus aligned with the brand's plant-based positioning.
- **Growth & Conversion Support:** Synthesized industry and social media performance data to recommend content- and review-driven influencer strategies, contributing to ~15% improvement in conversion and customer satisfaction.

Guotai Junan Securities | Accounting Intern Nanjing, May 2023 - Jul 2024

- **Financial Analysis & Benchmarking:** Analyzed internal financial data and conducted cross-subsidiary comparisons on costs, expenses, and key operating metrics; supported management analysis by identifying material variances and potential risk areas.
- **Management Decision Support:** Contributed to the development of standardized reporting frameworks and consistent analytical methodologies to improve comparability and internal decision-making.
- **Data & Compliance Support:** Maintained accounting records using Excel and financial systems, supporting centralized data management, audit compliance, and process standardization.

Extracurricular Activities

UBC Sauder School of Business | CLC PASS Leader Vancouver, CA, Aug 2025 - Feb 2025

- **Learning Effectiveness Analysis:** Designed academic support and review sessions for two core courses; applied data analysis to track learning progress and identify common challenges, improving student satisfaction by 18%.
- **Program Growth & Engagement:** Led program promotion through on-campus events and social media, growing the official account by 3,000+ followers and increasing attendance by 30% YoY.

UBC BizChina | HR chair Vancouver, CA, May 2023 - May 2024

- Led HR management and team structure optimization; developed and implemented a succession plan to ensure leadership continuity and organizational stability.
- Drove large-scale events and cross-functional collaboration, organizing two new-member events with 300+ total participants.

UBC CUBS | Fundraising Coordinator Vancouver, CA, Dec 2022 - Oct 2023

- Represented the society in vendor negotiations, reducing beverage costs from \$9 to \$5 per unit, and organized innovative fundraising initiatives to increase visibility and support community-focused activities.

Additional Information

- **Language:** English (GRE 325, working proficiency); Mandarin (native); French / Korean / Cantonese (basic)
- **Technical & Analytical Skills:** Python, R, SQL, Power BI, Tableau, Excel, Word, PowerPoint
- **Interests:** Chinese dance, travel, drawing, hiking, tennis