

Shuning Cheng

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EDUCATION

- 08/2019-02/2021 **Fordham University** New York, US
Master of Science in Marketing Intelligence, GPA: 3.70/4.00
- 09/2015-07/2019 **Shandong Technology and Business University** Shandong, CHN
Bachelor of Management in Human Resource Management(HRM), GPA: 85.00/100.00

WORK EXPERIENCE & INTERSHIPS

03/2021-07/2025 **University of Chinese Academy of Sciences, China**

University Counselor & League Secretary, College of Life Sciences (Full-Time)

- Managed daily affairs and offered academic and personal counseling to **over 1,000 students, covering academic performance, mental health, and career planning.**
- Successfully implemented the **University Counselor Studio project**, recognized as one of the university's **first model construction projects.**
- Developed various student activities based on subject characteristics, organized Youth League Committee activities, and promoted ideological and political education, which won several awards and remarkable achievements.
- Updated and maintained the college website, managed the WeChat official account, and participated in the Marxist Training Course for young faculty.

08/2020-11/2020 **Liaocheng Cangbaotu Network Technology Co., Ltd, China**

Operations Intern (Part-Time)

- Contacted customers and wrote activity planning proposals.
- Wrote copywriting and edited videos for the corporate official account and TikTok account, analyzed platform data and explored user needs, which increased the reading volume of the article to 20,000, the video views to 30,000, and the followers to 800,000.
- Operated six WeChat online communities and published valuable information on these platforms.

01/2017-03/2017 **Prudential Hong Kong Limited, China**

Marketing Intern (Part-Time)

- Handled product photography; helped more than 50 customers select the most suitable investment options that contributed to 15% of annual revenue.
- Analyzed daily operations data and tracked competitors' market intelligence; identified and implemented product improvements to regain and increase market share.
- Worked to provide clients protection and a wide range of options to suit different financial goals.

PROJECT EXPERIENCES

03/2021-03/2025 **University Counselor Studio Project**

- Improved university counselor's working skills from different perspectives
- Established a **grid system** tailored to student and class characteristics, which was crucial during the pandemic for effective monitoring and communication, ensuring student safety and academic continuity
- Developed the "**plan-implementation-feedback-reimplementation**" cycle and built a platform to promote communication between students and counselors
- Introduced the concept of **Counsellor Afternoon Tea** at UCAS, instructed student party group development, improving counselor mechanisms and providing innovative strategies for student party and class construction across the university

08/2019-10/2019 **Williams-Sonoma Customer Behavior Analysis**

- Applied IBM SPSS to conduct market segmentation and developed predictive models for customer behavior using Multiple Linear Regression
- Provided marketing insights and management recommendations based on the analysis of over 225,000 transactions and reflect 137,000 transactions from over 100,000 customers

AWARDS

2024 Outstanding Office Clerk of the University of Chinese Academy of Sciences

Activist of Trade Union of Chinese Academy of Sciences

Outstanding Cadre of the Communist Youth League

Shandong Outstanding Graduate, China

Outstanding Student in Shandong Institute of Technology and Business

Outstanding Summer Social Practice Individual in Shandong Institute of Technology and Business

COMPUTER SKILLS, LANGUAGE SKILLS & ADDITIONAL SKILLS

- Computer Skills: Office, SQL, SAS, SPSS, Python, Google Analytics, Google AdWords, CRM
- Language Skills: Chinese (Native), English (Proficient): TOEFL Overall 90
- Additional Skills: Copywriting, Typesetting the official Account, Taking Photos, Editing Videos