

Shuning Cheng

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EDUCATION

08/2019-02/2021	Fordham University Master of Science in Marketing Intelligence	New York, USA
09/2015-07/2019	Shandong Technology and Business University Bachelor of Management in Human Resource Management(HRM)	Shandong, China

WORK EXPERIENCE & INTERNSHIPS

03/2021-07/2025 University of Chinese Academy of Sciences, Beijing, 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 activities, and promoted education, which won several awards and remarkable achievements.
- Updated and maintained the college website, managed the WeChat official account.

01/2017-03/2017 Prudential Hong Kong Limited, Hong Kong, 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.

SELECTED PROJECTS

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.

10/2020-12/2020 SmartHome IoT — Data Infrastructure for Usage Monitoring

- Designed a normalized SQL schema and built views to track appliance and energy use, key customers, and high-margin products.
- Produced cohort and device reports (by property type; COVID period change) used by marketing, sales, product, and operations.

03/2020-04/2020 Disney+ — ZIP-Level Geo-demographic Analysis

- Identified key Geo-demographic variables that would assist in analyzing various types of consumers
- Conducted **Hierarchical Cluster Analysis, ANOVA, and t-tests** to identify the most appropriate zip codes for analysis. Drafted a targeted outreach plan based on the significant differences found.

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

- Analyzed 225k transactions (137k orders) from 100k customers; performed **segmentation** and **multiple regression** by IBM SPSS.
- Delivered segment-specific recommendations to improve targeting and retention.

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 of Chinese Academy of Sciences

Shandong Outstanding Graduate, China

Outstanding Student in Shandong Technology and Business University

Outstanding Summer Social Practice Individual in Shandong Technology and Business University

COMPUTER SKILLS, LANGUAGE SKILLS & ADDITIONAL SKILLS

- Computer Skills: Office, SQL, SAS, SPSS, Python, Git, Markdown, CSS, Google Analytics, AdWords, CRM
- Language Skills: Chinese (Native), English (Proficient): TOEFL Overall 100
- Additional Skills: Copywriting, Typesetting the official Account, Taking Photos, Editing Videos