Shuning Cheng

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EDUCATION

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

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.
- 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

08/2025-10/2025   AI-Empowered Classroom Teaching Improvement — Faculty Survey Analysis

Ludong University

- Designed and implemented an anonymous faculty questionnaire on AI integration in teaching; coordinated two rounds of data collection and obtained a valid dataset.
- Conducted data analysis in Python, revealing that 72% of teachers showed interest in AI tools, but fewer than 30% felt adequately trained to use them.
- Translated results into clear visual reports and actionable recommendations for faculty development.
- Developed a reusable analysis workflow supporting the team's subsequent research stages on AI-enhanced pedagogy.

03/2021-03/2025   University Counselor Studio Project

University of Chinese Academy of Sciences

- Improved university counselors' 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 **Counselor Afternoon Tea** at UCAS, instructed student party group development, improved counselor mechanisms, and provided innovative strategies for student party and class construction across the university.

10/2020-12/2020   **SmartHome IoT ─ Data Infrastructure for Usage Monitoring**
Fordham University
- 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**
Fordham University
- 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**
Fordham University
- Analyzed 225k transactions (137k orders) from 100k customers; performed **segmentation** and **multiple regression** using IBM SPSS.
- Delivered segment-specific recommendations to improve targeting and retention.

PUBLICATIONS

Cheng, S., Gao, H., Zhao, J., & Chi, B. (2019). *Organizational Routine Change and Enterprise Competitiveness* [组织惯例变革与企业竞争力研究]. *Modern Business* (现代商业), (18), 156–157. https://www.xdsyzzs.com/guanlizongheng/5417.html

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 at Shandong Technology and Business University
Outstanding Summer Social Practice Individual at 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