

Valeria Li

Address: Apartment 804, Bouchon Point, 7 Cendal Crescent, London, E1 2FT

Email: cvlaleriac@gmail.com | **Mobile Phone:** +4407719709745

Education

University College London, UK

Sep.2024 - Sep.2025

Master of Science in Management

Core Modules: Business Strategy, Markets and Customers, Innovation Practices, Organisational Behaviour, Operations and Technology Management, Statistics for Business Research, Decision and Risk Analysis, Financial Frameworks, Managing Finance, Technology Entrepreneurship

University of Manchester, UK

Sep.2021 - Jun.2024

Bachelor of Science in Management (Innovation, Strategy and Entrepreneurship)

Classification: First Class

Core Modules: Economics Principles, Innovations and Markets, Investment Analysis, Creativity Design & Entrepreneurship, Business Data Analytics, Financial Derivatives, Consultancy Project, Financial Reporting, Management Accounting...

Work Experience

EasyTransfer, China

Market Coordinator Internship, Apr.2022 - Sep.2024

- Finished the cycle with the best ROI return in 2021 among one of the major regional market.
- Achieved a transaction amount of ¥136 million in 2022, representing an increase of 15 times before the regional market was established.
- Achieved a rate of customer satisfaction of 56%, and a repurchase rate of 62%, representing top 5 five ranking place among all international markets.

Project Experience

Consultancy Project - UKTGA (UK Town and Gown Association)

Sep.2023 - May.2024

- Collaborated in a team of five to develop a fee-based membership strategy for UKTGA, improving financial sustainability.
- Conducted member surveys (300 respondents), focus groups, and competitor benchmarking to inform recommendations.
- Delivered three presentations, including a final client presentation, and produced a high-scoring report (85%).
- Enhanced problem-solving, communication, and teamwork skills through client meetings and cross-functional collaboration.

Extracurricular Activities

Manchester-China Innovation and Entrepreneurship Base

Member, Sep.2022 - Jun.2023

- Co-organised the 6th Manchester-China Innovation and Entrepreneurship Summit, facilitating networking between entrepreneurs and investors.
- Managed the organisation's official website, improving online visibility and information accessibility for event participants.

Chinese Debate Society

Member, 2021–2022, President, 2022–2023

- Champion: Won the Freshman Competition organised by the University of Liverpool.
- Led the society as President in 2022, overseeing recruitment, training sessions, and strategic planning.
- Led the freshman team to secure 2nd place out of 8 teams at the London Freshman Debate Competition, strengthening leadership and mentoring abilities.
- Secured £1,000 in sponsorships within six months, developing commercial awareness and promotional skills.

Chinese Scholars and Student Association

Academic Department, Oct.2021 - Jun.2023

- Organized a Master's and Doctoral Application Experience Sharing Event, attracting 80+ attendees and fostering academic networking.
- Coordinated the 4th China–UK Forum of International Young Scholars in Manchester, facilitating an event with 40 applicants and 20 invited professors from various universities.
- Developed strong communication, organizational, and problem-solving skills through event management and stakeholder engagement.