

JIANG SAIBING 蒋赛冰

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Education

National University of Singapore (NUS)

07/2021 – present

Master of Economics

Singapore

- ◆ **GPA:** 4.0/5.0
- ◆ **Relevant Courses:** Macroeconomics, Microeconomics, Econometrics, Big Data Analytics, Applied Behavioral Economics, Financial Econometrics.

East China University of Political Science and Law (ECUPL)

09/2017 - 06/2021

Bachelor of Economics in Finance

Shanghai, China

- ◆ **GPA:** 3.6/4.0 (88/100)
- ◆ **IELTS:** 7.0 (L-8.0, S-6.0, R-7.5, W-6.0)
- ◆ **Scholarships:** Third Prize of Comprehensive Scholarship (2018&2019&2021) - School Level

Research Experience

Thesis: Growing Fan Economy and Weary Fan Community (Submitted in Chinese)

- ◆ Although the scale of fan economy and related industries continue to develop in mainland China, due to excessive profit-seeking by capital and platforms, the amount and variety of consumption and data labor quantity of fan communities in mainland China are much larger, more diverse and relatively more exhausting than the fan communities in Japan and South Korea

Thesis: The Impact of Population Dependency Ratio and Education Level on Residents Consumption (Course Essay in English)

- ◆ Established a VECM Model based on relevant data from 1990-2020 to explore the impact of child dependency ratio, elderly dependency ratio, and higher education level on consumption level, and propensity to consume

Thesis: Analysis of Profit Model of Video Platform Online Series (Undergraduate Thesis in Chinese)

- ◆ According to the analysis of the profit model which indicates that audience and advertisers are the main profit targets. To increase the profit streams of paid revenue, advertising revenue, and copyright revenue, video platforms need to raise profit barriers like improving the quality of their productions, connecting the upstream and downstream of the cultural industry, establishing overseas promotion platforms, and cooperating with fan organizations

Internship

ByteDance

Assistant Analyst of Game Data

07/2020 - Present

- ◆ Designed buried points according to data extraction requirements, verified and tested the reliability of buried points, supplemented the lack of buried points in time, and urged the modification of unqualified buried points
- ◆ Filtered the corresponding data from the SQL database, and made the corresponding BI visualization
- ◆ Completed relevant analysis of login conversion, retention, loss, etc. based on game data, to help R&D and marketing departments adjust game design and strategy; issued analysis report on event churn rate to help game planning department optimize event gameplay, rewards and other settings

Admaster

Assistant Analyst

07/2019 - 08/2019

- ◆ Organized and analyzed the public opinion towards brand, and wrote the campaign effect report from multiple perspectives such as voice volume trend, spokesperson performance, and netizen discussion
- ◆ Wrote consumer insight reports, analyzes the gameplay and public opinion characteristics of different social platforms, and developed good sensitivity

- ◆ Analyzed the relevant data of advertising, optimized advertising, connected with the sales department to attract new ones, and improved repeat advertising
- ◆ Quickly issued relevant introductions in text and ppt versions, reduced communication costs between departments, and be familiar with advertising and social platform operating standards
- ◆ Wrote industry analysis reports and independently made feasibility analysis reports

Additional Information

- ◆ **Technical Skills:** Word (Proficient), Excel (DCF/LBO Models), PowerPoint (Advanced), Stata (Proficient), Python (Proficient), SQL (Proficient)
- ◆ **Certificates:** National Computer Rank Examination – MS Office Level 2 (2019-2020); The Securities Practice Qualification – Passed (2018-2019); The Fund Practice Qualification – Passed (2018-2019)