

# Gloria Li

+1 332.248.6208 | [y14661@columbia.edu](mailto:y14661@columbia.edu) | [linkedin.com/in/yutong-li-415780229](https://www.linkedin.com/in/yutong-li-415780229)

## EDUCATION

### Columbia University

New York, NY

B.A. in Economics

Expected May 2023

- **Cumulative GPA:** 3.7/4.0; **Honors:** Dean's List (2021-2022)
- **Relevant Coursework:** Econometrics (A-), Java and programming (A), Financial Economics (A-), Corporate Finance (A), Statistics (A)
- **Standardized Test Score:** GRE 335/340 (Verbal Reasoning: 165, 95<sup>th</sup> percentile; Quantitative Reasoning: 170, 96<sup>th</sup> percentile)

**Languages:** Mandarin, English, Japanese

**Technical Skills:** SQL, Java, Excel, PowerPoint, Financial Modeling

## PROFESSIONAL EXPERIENCE

### Ark Technology

New York, NY

Business Analyst

Dec 2020 - Oct 2022

- Conducted in-depth research and analysis with 1000+ survey samples from designed survey and 50+ interview samples
- Compelled data gathered from various corporations' financial reports using Tableau, enhanced project efficiency by 25%
- Fostered communication between stakeholders, engineering, operation, and marketing to manage timelines
- Developed milestones and facilitated internal collaboration, improved speeds of production cycle by 30% year over year
- Developed a road map for mobile User Generated Content platform, led a cross-functional product team, managed prioritization and monitored the work to ensure whole-product readiness
- Defined key performance metrics such as click-through rate and sign-on rate by collaborating with C-level suite and key stakeholders to improve methodologies across the company
- Analyzed the performance of the mobile User Generated Content platform, formed the report based on changes in users' preferences and forecasted the trends to improve operations

### China Poly Group Surpass Commercial Corporation

Beijing, CN

Business Analyst Intern

May 2021 - Jul 2021

- Evaluated profits and summarized the insights through SQL
- Visualized and demoed quarterly financial reporting Tableau dashboards to different portfolio managers and decision-makers, improved the campaign efficiency by 3%
- Collaborated with senior manager to propose 5+ daily reports through Tableau on internal policies to ensure the corporation's wide compliance with domestic and internal trading and shipping requirements

## EXTRACURRICULAR ACTIVITIES

### Guanghua School of Management

Beijing, CN

Summer Teaching Assistant

Jul 2021 - Aug 2021

- Outlined 5 course structure by collecting past syllabus and interviewing professors and lecturers
- Collected 20+ research papers and government policies to cater the teaching goal of 9 classes on aspects of contemporary Chinese economy and market
- Documented research procedures through a series of detailed background researches including oil, wine, game industry, and science technology

### McKinsey & Company Project

Beijing, CN

Data Analyst

Jul 2020 - Aug 2020

- Automated data extraction process for seasonal revenue reporting by introducing SQL connector on Excel
- Assisted senior managers to track and monitor the energy vehicle market share, created a dashboard to present the insights to stakeholders
- Documented process flow, scope, and responsibilities for data analysts thoughtfully for future references
- Collaborated with marketing team to align business strategies for external stakeholders; optimized profitability and locating competitive advantages

## SKILLS & INTERESTS

- **Sports:** Equestrian Athlete; Certificated Eighth Level Rider of German Equestrian Federation