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## **Zeyu Li**

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### **Education**

<b>New York University</b>	09/2012-06/2014
M.S. in Integrated Marketing and Public Relations	GPA 3.6/4
<b>Nan Kai University, China</b>	09/2008-06/2012
B.A. in Communication and Journalism	GPA 3.7/4

### **Experience**

<b>Universal TOELF Academy</b>	<b>01/2014- present</b>
<b><i>Marketing and Academic Consultant</i></b>	<b><i>New York</i></b>
<ul style="list-style-type: none"><li>● Assist in entering the Chinese market. Writing all the contents for the company's website, brochure, and social media posts.</li><li>● Reaching out to build partnerships with other relative agencies and successfully secure dozens of partnerships with the origination</li><li>● Working as an academic adviser or professional consultant to give professional opinions about college selection and application. Matching students' potentials and career choices with a suitable major or college</li><li>● Design various training programs TOEFL, SAT, SSAT, and Programming.</li><li>● Develop learning materials for different programs and also compile learning materials for different levels</li></ul>	
<b>Deftcad Co.</b>	<b>10/2013--01/2014</b>
<b><i>Equity research intern</i></b>	<b><i>New York</i></b>
<ul style="list-style-type: none"><li>● Assist in preparing a weekly presentation of equity research and submit it to the CFO</li><li>● Analyze fluctuations in stock market by industry on a daily basis and smooth expectation of our clients</li><li>● Assist cost management team in cost allocation and expense reporting</li><li>● Providing in-depth analysis of companies, industries, and markets to assess the investment outlook in equities</li><li>● Collect and analyze financial information and summarize material information like yearly forecast or budget process in weekly reports to the investment manager</li></ul>	
<b>Asia Development Enterprise (ADE China)</b>	<b>12/2011-4/2012</b>
<b><i>Public Relations Manager Assistant</i></b>	<b><i>Beijing</i></b>
<ul style="list-style-type: none"><li>● Popularize international luxury brands: LV, HOGO BOSS, Bvlgari, CK, Armani, Tous and Lolita via various Internet resources (mailing lists, message boards, newsgroups) and phone contact.</li><li>● Sending product samples to stylists and celebrities and preparing gift mailings to stylists and celebrities</li><li>● Tracking, clipping and scanning both press and social media, and then write brief PR</li></ul>	

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newsletters to the manager

- Work closely with fashion editors by writing all the products' introductions, directions and advertisement according to each product feature

**Zurich Financial Services Group (Hong Kong)**

**12/2009—2/2010**

***Personal Financial Planner Intern***

***Hong Kong***

- Provide clients' financial plans based on clients' income, risk tolerance and expected return
- Analyze financial products with reference to different risks, returns and liquidation ability
- Conduct market research of insurance products

**Skills and Certification**

- Finance: CFA level I passed, CFA level 2 candidate
- Language: Fluent in Mandarin and English
- Computer: Strong working knowledge of Microsoft Excel, Word, PowerPoint, etc.