

Zeyu Li

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Education:

New York University, New York, NY

Integrated marketing and public relations

9/2012-Present

Expected Graduation: 05/2014

Nan Kai University, China

Communication and Journalism

9/2008-7/2012

GPA: 3.68/4

Experience:

Universal TOELF

01/2014- Present

Marketing and consultant

New York, U.S.A

- Assist in opening the Chinese market. More specifically, writing all the advertising drafts for brochure, newspaper and website.
- Support our teaching department by researching new market potentials in the U.S. and successfully secure three partnerships with the origination.
- Teaching TOEFL class in Mandarin.
- Working as a academic adviser or career consultant to give professional opinions about college selection and college application. Matching students' potentials and career choices with a suitable major or college

Deftcad Co.

10/2013-01/2014

Equity research intern

New York, U.S.A

- Assist in preparing a weekly presentation of equity research, which will be submitted to the CFO
- Analyze daily fluctuations in stock market by industry and smooth expectation of our clients
- Prepare allocation of expenses by department for invoices to send to Accounts Payable
- Assist cost management team in cost allocation, expense reporting.
- Providing in-depth analysis of companies, industries, and markets to assess the investment outlook in equities.
- Collect and analyze financial information and summarize material information like yearly forecast or budget process in weekly reports to the investment manager

Asia Development Enterprise (ADE China)

12/2011-4/2012

Public Relations Manager Assistant

Beijing, China

- Popularize international luxury brands: *HOGO BOSS, Bvlgari, CK, Armani, Tous* and *Lolita* via various internet resources (mailing lists, message boards, newsgroups) and phone contact.
- Sending product samples to stylists and celebrities and preparing gift mailings to stylists and celebrities
- Tracking, clipping and scanning press and social media, and write brief PR newsletters to the manager
- Work closely with fashion editors by writing all the products' introductions, directions and advertisement according to each product's feature.

Zurich Financial Services Group (Hong Kong)

12/2009—2/2010

Personal Financial Planner Intern

Hong Kong, China

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

Skills:

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.