
Zeyu Li

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SUMMARY

- A Public Relations specialist with 2 year experience in media management, PR writing, and social media management in fashion and luxury goods business.
- A Marketing Research analyst in analytic research, data analysis, project management, business process, in finance/equity industry.
- Strong client interaction and communication skills with good writing skills. Fluent in English and Chinese
- Tools: MS Office (Adv. Excel, Word, PowerPoint, SharePoint, Project), SEO.
- Passed CFA level I, 2013

EDUCATION

- M.S. in Integrated Marketing & Public Relations, New York University, GPA 3.5, 09.12 – 06.14
- B.A. in Communication & Journalism, Nan Kai University, GPA 3.7, 09.08 – 06.12

EXPERIENCE

09.13 - 05.14, Equity Research Analyst, Deftcad Co., New York, NY

- Analyze fluctuations in stock market by industry on a daily/monthly/seasonal basis and smooth expectation of public trade companies/clients.
- Provide in-depth analysis of companies, industries, and markets to assess the investment outlook in equities.
- Collect and analyze financial information and summarize material information (i.e. yearly forecast or budget process) in weekly reports to the investment manager
- Prepare weekly reports, present equity research to the management team and CFO.
- Assist cost management team in cost allocation and expense reporting

12.11 - 12.12, Assist to Public Relations Manager, Asia Development Enterprise, Beijing

- Popularize international luxury brands: LV, HOGO BOSS, Bvlgari, CK, MJ, Armani, Tous and Lolita via web2.0 (i.e. social media, blog, message boards, newsgroups).
- Create strategic media plans for luxury products and write press release and recommendation for editors based on their topics and target market, etc.
- Review, edit and monitor, up-to-date PR & media news and generate PR report.
- Work closely with fashion editors by writing all the products' introductions, directions and advertisement according to each product feature.
- Manage media relations. Serve as the primary media contact and foster ongoing media relationships. Source and review new media channels for potential advertising opportunities.
- Execute communication plan and manage deadlines
- Invoicing – review media contracts and final invoices; verify expenses for project leaders' approval.

12.09 – 02.10, Personal Financial Advisor, Zurich Financial Services Group, 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.