
Zeyu Li

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Address: 556 Main Street, Apt#104, New York, NY 10044

Education

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

Experience

Universal TOELF Academy	01/2014- present
<i>Marketing and Academic Consultant</i>	<i>New York</i>
<ul style="list-style-type: none">● Assist in entering the Chinese market. Writing all the contents for the company's website, brochure, and social media posts.● Reaching out to build partnerships with other relative agencies and successfully secure dozens of partnerships with the origination● 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● Design various training programs TOEFL, SAT, SSAT, and Programming.● Develop learning materials for different programs and also compile learning materials for different levels	
Deftcad Co.	10/2013--01/2014
<i>Equity research intern</i>	<i>New York</i>
<ul style="list-style-type: none">● Assist in preparing a weekly presentation of equity research and submit it to the CFO● Analyze fluctuations in stock market by industry on a daily basis and smooth expectation of our clients● Assist cost management team in cost allocation and 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
<i>Public Relations Manager Assistant</i>	<i>Beijing</i>
<ul style="list-style-type: none">● 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.● Sending product samples to stylists and celebrities and preparing gift mailings to stylists and celebrities● Tracking, clipping and scanning both press and social media, and then write brief PR	

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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.