Jinsheng（Zed）Li

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EDUCATION

University of British Columbia   Sep 2025 - Aug 2026
M.S in Business Analytics   Vancouver, BC
University of Nottingham   Sep 2020 - Jul 2024
Bachelor of Science Honors in International Business Management, GPA: 3.6/4.0   Nottingham, UK
Dream Scholarship, Loctek Scholarship
NEOMA Business School Overseas Exchange, GPA:3.7/4.0

WORKING EXPERIENCE

ICOOL HVAC Company   Aug 2024 - Jun 2025
Canada & USA Territory Manager, Sales Department   United States & China
· Managed and expanded B2B client base across Quebec (Canada) and Georgia, Texas, Alabama, Tennessee (U.S.), acquiring an average of 2 new clients monthly through online channels and industry trade shows
· Delivered end-to-end customer service, handling 30+ daily inquiries on pricing, order tracking, and technical support; leveraged CRM tools to manage client data and drive monthly sales of USD 800,000
· Led international business trips, visiting 5 clients per day to provide on-site technical solutions; converted 30+ prospects into active clients and secured USD 1.5 million in sales while building long-term partnerships

INTERNSHIP EXPERIENCE

Hays PLC   Jul 2023 - Sep 2023
Banking & Financial Service Intern   Shanghai, China
· Screened and recommended qualified candidates for over 20 roles at partner foreign banks, ensuring accurate talent matching and consistent follow-up on recruitment progress
· Conducted 400+ phone interviews and optimised candidate resumes, increasing shortlist success rate by 80% and delivered a standout placement for a foreign bank at a 200,000 annual salary and contributed to over 100 successful hires for the firm

PROJECT EXPERIENCE

Analysis of Customer Cancellation Rate in Hospitality Industry   Sep 2023 - Dec 2023
Research Team Leader   Nottingham, UK
· Utilised MySQL for the cleansing and filtering of outliers and variables within a substantial original database, facilitating data integrity for subsequent in-depth analytical pursuits
· Applied logistic regression algorithm and decision tree models in PyCharm by using Python, leveraging cross-validation to evaluate data reliability
· Visualised data results and the correlation metrics between variables using Tableau

Financial Analysis and Visualization for France Companies   Jan 2023 - Apr 2023
Research Team Leader   Reims, France
· Leveraged Power BI to analyse and visualise data from companies within the French CAC40 index, particularly Hermès and Kering
· Evaluated customer composition and other pertinent metrics to gain comprehensive insights into the company's performance
· Formulated buy and sell recommendations based on the analysis and identified potential risks these companies face in the future

SKILLS

Technical Skills: Python, R, MySQL, Excel, Tableau, PowerBI, HTML, CSS, JavaScript
Tools and Frameworks: GitHub, Pandas, Numpy, Matplotlib, Scipy
Certifications: Google Data Analytics, Harvard University CS50: Introduction to Computer Science, Full-Stack Web Development Bootcamp, Mosh: Python Projects from Beginners to Mastery
Interests: Cycling, Climbing, Flute, Fitness