Zitong Hu
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EDUCATION
2022 - 2023   **London Business School, London, UK**
Reading for Masters in Analytics and Management Degree
2019 - 2022   **University College London, London, UK**
BSc Social Sciences with Data Science, Higher 2:1 Degree
R · Economics · Public Health · Social Network Analysis · Cartography · Data Mining · Text Analysis

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BUSINESS EXPERIENCE
2021 - Present ARCHITECTURE EDUCATION ENTREPRENEURSHIP, Shanghai, China & London, UK
An education consulting business in introductory education for pupils and portfolio tutoring
Co-founder
- Established & operated architecture education entrepreneurship for pre-university students
- Set marketing campaigns and strategy through qualitative analysis of social media contents, ran 3 social media accounts, received 20k followers and 2m+ views
- In charge of CRM: connected with 60+ potential clients, regularly hold online info sessions, and reached 35% customer conversion rate
- Delivered 30 design projects for 23 customers, and generated £36k+ revenues

2021 - 2021   MERCK GROUP, Shanghai, China (4 months)
Data Operation Intern
- Co-developed order mapping tool and directed sales data management & analysis
- Analyzed past semiannual sales revenue and conducted data cleaning for 150k + rows with Excel and R, collaborated with external developers regularly to develop & refine order mapping tool
- Improved 80% efficiency for order mapping change & forecasted revenue fluctuation for sales executives

2020 - 2021   DELOITTE, Shanghai, China (12 months)
Deloitte Club member
- Promoted employer brand & participated in campus recruitment process refinement
- Assessed recruitment-related questions on social media, produced publicity content, and planned, filmed & edited promotion video for Deloitte Consulting for campus visiting
- Increased job applicants from UCL by 26%, acknowledged 2k+ views on self-produced Q&A videos

2020 - 2020   MEIYI INTERNATIONAL ART EDUCATION, Shanghai, China (5 months)
A leading education consulting firm specialized in film studies
Marketing Intern
- Improved student-level brand influence for firm targeting parents for potential students
- Analyzed marketing strategy of rivals & developed campaigns targeting students
- Expanded followers by 30%, increased queries from students by 25%, launched 3 info-sharing sessions, completed 30+ long posts and received over 30k views

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ADDITIONAL INFORMATION
Project   Utilised R to analyse change in fertility among Chinese women after end of one child policy (2003-2018) and found different effects on women residing in urban/rural and with/without higher education background
Leadership Produced Spring Festival Gala promotion movie, coordinated film crew with 20 members, launched & marketed souvenir sale, and generated 13k+ revenue with tickets and souvenirs at UCL
Interests   Oil painting, Chinese Guqin (musical instrument), hiking, fitness, birdwatching
Tech Skills R, SQL, QGIS, Adobe Premiere
Languages   English (fluent), Mandarin (Native)