**Aaron**

**Job intention : Consultant**

Age: 25 | Location : New York | TEL：00123456789 | mail：123456789@gmail.com

**Education**

**Mar. 2014 - Jun. 2018     University of Chicago Master of Finance**

* Honors and Awards:National Scholarship for Encouragement、The First Prize Scholarship

**Work Experience**

**Jul. 2018 - Present McKinsey Consultant**

* **Job Description:** Design and formulate integrated solutions, strategic development, operation and organizational structure for customer enterprises.

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**Major projects**

**Mar. 2019 - Jun. 2019 XX Enterprise Status Analysis and Marketing Consulting Scheme**

* **Population analysis:** using big data in China's toy industry consumer users image analysis, and according to consumption scene features and characteristics of the consumer group is divided into three major categories, set out to study the concerns of the different consumer groups, price sensitivity, age structure, contact channels such as consumption characteristics, form classification marketing strategy advice.
* **Product portfolio analysis:** conduct product life cycle analysis on customers' existing product portfolio from the three aspects of profit margin, market share and consumer evaluation, and form product portfolio improvement advice.
* **Channel analysis:** through big data, price and authenticity rate of different online sales channels are evaluated and studied to form online channel improvement consultation Suggestions.

**Mar. 2018 - Jun. 2018**  **Strategic Planning Consultation of Automobile Industry**

* Collected and studied more than 3 ERP system organization cases of leading domestic and foreign automobile manufacturers, interviewed more than 2 industry experts by email, and formed a 5-page case analysis report on ERP system of new energy automobile manufacturers.
* Collected Volkswagen's IT architecture and its digital application as industry standard cases, interviewed three industry experts by telephone, and formed the framework in the consulting report.

**Self-Evaluation**

* IELTS 7, GMAT 740 (top 5%) .Familiar with English writing
* Proficient in PPT, Excel, SPSS, Python, SQL data collection and processing
* Familiar with WIND database, financial analysis, industry consultation report, statistical data, literature research