

ZHAO Zirui

+852 60573216 | +86 17317311021 | Email:zhaozirui0830@qq.com
github.com/zzr2393 | linkedin.com/in/zirui-zhao-6673291aa

EDUCATION

City University of Hong Kong, HK

Bachelor of Engineering, Biomedical Engineering

Sep. 2020 - Jun. 2024

- CGPA:3.36/4.0
- Coursework: Computer Programing (Python), MATLAB, Electric Engineering, Computer-Aided Design (CAD).

INTERNSHIP

Bytedance - TikTok

Global E-Commerce - Strategy Operations

Jun. 2023 – Dec. 2023

- **Business insight:** Support E-commerce platform activities, assisted the team in establishing calculation models, produce business insight through data analysis, and took business objectives and GMV achievement rate as weekly output.
- **Modeling data:** Build e-commerce analysis templates and boards, assist first-line industry operation teams to improve data extraction, provide operational optimization suggestions and optimize data reports.
- **Strategic analysis:** Support e-commerce business model and efficiency analysis, assist industry operation market opportunity analysis, and provide market share measurement to improve the implementation of the strategy.

IQVIA (IMS Market Research Consulting (Shanghai) Co., Ltd.)

Market insight Intern

Apr. 2023 – Jun. 2023

- **Market research:** Responsible for information collection and literature reading in the early stage of medical consultation, in-depth discussion of market conditions and various second-hand data, with completion of ten reports.
- **Product planning:** Based on market side, clinical side and case side research, insights were mined to provide basis for product decision-making, and assisted project team colleagues to complete the writing of the final report.
- **Project research:** Participated in the pre-launch market research of AstraZeneca new non-small cell cancer drugs, collected bedside data of cancer oncologists, made visual charts, compared clinical data of competing new drugs, and finally proposed market plans.

Ernst & Young

Talent Team Intern

Jun. 2022 – Aug. 2022

- **Communication:** interviewed more than 2,000 candidates by phone, responsible for recruitment of Ernst & Young Parthenon Consulting, CBS line and other businesses.
- **Information collection:** Using LinkedIn selects 1000+ candidates and mainly screens 5-15 years of work experience as the main search object in the social recruitment team.

Shanghai Fudan-Zhangjiang Bio-Pharmaceutical Co., Ltd.

Research Department QC intern

July. 2021- Aug. 2021

- **Project promotion:** Assisted in the operation of all aspects of the R & D laboratory, and promoted the project operation of daily laboratory work from 0 to 1.
- **Data analysis:** Responsible for the data flow adjustment of about 6 instruments such as PCR and biomarker, analyzed the accuracy of data structure and calculated the error value, and made more than 20 reports.

LEADERSHIP & ACTIVITIES

Chinese Students and Scholars Association of City University of Hong Kong Undergraduate (CSSAUG)

Leader of Welfare Department

Oct. 2020 – Oct. 2021

- **Project planning:** planned around six school welfare activities, including New Year welfare package distribution, encyclopedia revision and preparation of Hong Kong quarantine guideline, etc.
- **Platform operation:** Assisted in maintaining more than 20 online WeChat public account content releases within one year of tenure, participated in each weekly meeting to put forward suggestions and opinions.

SKILLS AND INTERESTS

- **Skills:** PowerPoint, Python, Matlab, R, Excel(SQL, Hive), etc.
- **Languages:** Chinese(Mandarin), English