

Education

Business and Digital Media Studies, Computer Science - University of Rochester, Rochester, United States      GPA: 3.97/4

Subjects to note: Calculus, Discrete Math, Accounting, Marketing, Digital Marketing Case, Web Programming, Introduction to Computer Science, Data Structures and Algorithms, Economics, Business Information Systems, Financial Management, Pricing strategies.

Experience

Fund investment consultant Intern <i>Bank of The Communication</i> , Shenzhen, China	07/2023 – 08/2023
<ul style="list-style-type: none"><li>• <b>Market Analysis for Opportunities and Risks:</b> Conducted comprehensive market analysis to identify investment opportunities and risks, contributing to informed decision-making processes.</li><li>• <b>Personalized Investment Advice:</b> Provided personalized investment advice to clients and optimizing their investment portfolios.</li><li>• <b>Investment Strategy Development:</b> Assisted in the development of investment strategies based on clients' financial goals and risk tolerance, leading to improved client satisfaction and loyalty.</li></ul>	
Cross-border E-commerce Platform Intern <i>Pwc strategy&amp;</i> , Shanghai, China	09/2024 – 12/2024
<ul style="list-style-type: none"><li>• <b>Market Research and Competitive Analysis:</b> Conducted in-depth research and analysis on leading e-commerce platforms (e.g., Taobao, JD.com) to identify best practices and areas for improvement in cross-border e-commerce strategies.</li><li>• <b>Basic Functionality Implementation:</b> Assisted in the development and implementation of the platform's fundamental features, focusing on user needs, system operation, and data collection.</li><li>• <b>Expansion Planning:</b> Supported in hardware capacity planning based on projected user growth, and explored opportunities for incorporating live-streaming functionalities.</li><li>• <b>System Optimization and Partner Collaboration:</b> Worked on enhancing system functionalities and explored potential collaborations with channel partners for traffic diversion and customer acquisition.</li></ul>	
Digital Marketing and Web Operations Specialist <i>WeiWeiDu Company Limited</i> , Shenzhen, China	07/2024 - Current
<ul style="list-style-type: none"><li>• <b>Web Platform Management:</b> Spearheaded the operation and management of the company's web platform, ensuring optimal performance and user engagement, and directed the production of corporate promotional videos, from concept development to final editing, enhancing brand visibility and engagement.</li><li>• <b>Branding and Marketing Leadership:</b> Led branding and marketing initiatives, crafting and executing strategies that effectively communicated the company's values and vision to the target audience.</li><li>• <b>Cross-Functional Collaboration on Branding:</b> Collaborated with cross-functional teams to integrate branding efforts across digital and traditional platforms, ensuring a cohesive brand experience.</li></ul>	
Founder and E-Commerce Manager	09/2023 - Current
<ul style="list-style-type: none"><li>• <b>Online Retail Business Establishment:</b> Founded an online clothing retail business specializing in international purchasing and shipping, catering to the demand for overseas fashion products.</li><li>• <b>E-commerce Platform Development:</b> Designed and launched a user-friendly e-commerce website and mobile application, enabling seamless shopping experiences for customers worldwide, and implemented digital marketing strategies, including SEO, social media marketing, to increase brand visibility and drive sales.</li><li>• <b>Excellence in Customer Service:</b> Recognized for outstanding customer service with a repeat customer rate of 26%, highlighting the quality of the shopping experience and customer satisfaction.</li></ul>	

Skills

<ul style="list-style-type: none"><li>• Figma Design</li><li>• Java Script</li><li>• Adobe Illustrator</li><li>• Flutter</li><li>• Project Management</li></ul>	<ul style="list-style-type: none"><li>• User/Market Research</li><li>• Python/Python</li><li>• Adobe Photoshop</li><li>• Google Analytics</li><li>• Communication</li></ul>	<ul style="list-style-type: none"><li>• HTML/CSS</li><li>• Pro tools</li><li>• Microsoft Excel/PowerPoint</li><li>• Video Production</li><li>• Team Collaboration</li></ul>
---	---	---