

Eleana Lee



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Educational background

2016.09-2020.06 **Fuzhou Technology and Business University (top 3.5% in the major)** **Finance | Undergraduate**

- Published a national paper 《Analysis of Financial Management Countermeasures in Economic Globalization 》

Personal strengths

- **Personal Background:** With 3 years of experience in business & comprehensive affairs and 2 years of overseas financial work experience, having participated in overseas market research, customer management, and cross-cultural collaboration. Familiar with the operation models of multinational businesses and localized operation strategies. Having accumulated solid business experience and bidding experience in multiple industry fields (AI technology & finance, petroleum, manufacturing & construction engineering, etc.), being able to understand customer needs and formulate targeted solutions to promote business growth and market share improvement.
- **Certifications:** Junior Accounting Qualification Certificate, Securities Practitioner Qualification Certificate, PADI Diving Certificate:OW, Driving License (3 years, 120,000 kilometers of independent driving).
- **English Skills:** With more than 50 experiences as a companion translator for conferences and exhibitions, overseas work experience, English can be used as a business working language, CET-4: 595; basic French.

Work experience

2023.04-2025.05 **Huayun Information System Technology Co., LTD. -Shanghai** **Business Manager**

- **Strategic Client Engagement:** Cultivated relationships with IT/Fintech divisions at securities firms & commercial banks via 600+ on-site visits and 100+ cross-departmental tech forums. Deepened partnerships with 3 top securities firms, driving first-ever tech solution implementation.
- **Solution presentation & Life cycle Leadership:** Owned enterprise solution life cycle: demand analysis → resource integration → product demos & pricing for key accounts, deeply understand users' needs, combine users' characteristics and requirements to dig out the highlights and potential of the product, and efficiently facilitate the implementation of the project. Maintain the long - term smooth cooperation of the project and the subsequent product iteration. At the same time, design a standardized solution template library to reduce the customer's demand response time by 30% .
- **Overseas Market Expansion:** Conduct demand discovery, organize exchanges and tests, carry out bidding, business negotiations, and contract signing. Complete the establishment of a localized operation system and hardware - software deployment. Achieve a market - share breakthrough of over 8% in the first year in the market through competitive analysis and relationship network building. Integrate diverse information and output quarterly market dynamic reports to provide support for decision - making.
- **Contract Management:** Build client credit scoring system and contract review framework, reducing average AR(Accounts Receivable) days to 45;Hold a training meeting on compliance and cross - cultural negotiations,make product prototypes through Visio and Axure, boosting regional team performance compliance by 35%.

2022.07-2023.04 **Qitian Technology Group Co., LTD. -Shanghai-State-owned** **Business Operation**

- **Market Expansion:**Responsible for global market channel expansion, designing localization operation frameworks for 6 banking institutions. Acquired 8 tier-1 industry accounts through CRM system and offline engagement, contributing 35% to annual new revenue.
- **Operations Management:** Led cross-border commercial negotiations and contract execution, coordinating legal/technical/pre-sales teams to deploy 3 key localized projects. Instituted multicultural collaboration protocols (e.g. bilingual templates, transnational video conferences), boosting project efficiency by 40%.*
- **Market Analysis:** Architected a global market intelligence ecosystem deploying AARRR funnel metrics, designing client KPI-targeted digital engagement solutions. Synthesized operational analytics, competitive benchmarking, and regulatory impact mapping to produce,Synthesized backend analytics, competitive benchmarking, and Policy research to produce 5 Market feasibility study report, analyzing it to optimize the pricing strategy base on the date we have,Driving 8pp gross margin expansion for overseas department.

2020.10-2022.06 **CGC-Overseas--State-ownedl Enterprises** **General Ledger Accounting**

- **Funds Management:**Responsible for liaising with financial institutions (e.g., Zenith Bank) to maintain long-term, stable partnerships and facilitate funding cooperation for lending business initiatives. Conduct monthly analysis of group fund

balances and cash flow at the beginning of month, formulating and executing optimization strategies to ensure efficient and compliant fund utilization. Oversee daily operations and monitor fund flows for 11 overseas subsidiaries' production activities; detect anomalies through ERP systems to refine credit strategies and processes, mitigating risks associated with non-compliant partnerships.

- **Payment Management:** Responsible for establishing the Group's dedicated overseas third-party payment system & bank treasury management system, developing payment workflows aligned with business strategies, and driving continuous optimization to support business growth.
- **Financial Reporting & Accounting:** Responsible for monthly financial statement preparation, including dual-currency reporting (local and foreign) for multinational operations to ensure data accuracy. Oversees revenue, cost, and fund accounting for subsidiaries, analyzing financial data, fund flows, and intercompany settlements to identify cost-saving opportunities and provide strategic financial support.
- **Account Management:** Manages overseas bank accounts (including GTBank, Zenith Bank, Access Bank), handling account opening/maintenance, cross-border payments, and reconciliation. Ensures timely and secure disbursements to raw material suppliers. Administers Treasury Management System (TMS) implementation and daily maintenance. Monitors daily operations and fund flows for 11 overseas subsidiaries. Researches local forex policies and regulatory frameworks to guarantee full compliance in all payment operations and fund movements.

Activity experience

Malaysia Prime Minister's China Visit Signing Ceremony: Overall Planning & Execution Lead

- I am responsible for end-to-end event operations, including agenda design, VIP reception, and program coordination, ensuring zero-error implementation from planning to delivery.
- Coordinated resources across 10+ stakeholders (government agencies, enterprises, media) to guarantee seamless cross-functional collaboration.
- Facilitated alignment between design and production departments to deliver client-targeted deliverables (brochures, backdrops, e-invitations), integrating Sino-Malaysian cultural symbols to enhance creative impact. Achieved 100% on-time material delivery with high acclaim from both nations' teams.
- Authored and delivered bilingual emcee scripts compliant with diplomatic protocols, serving as lead bilingual host to facilitate guest interactions and pace control – elevating the event's professional standards.

personal skills

- **Business Skills:** Proficient in formulating and executing overseas market entry strategies. Mastered localization operation methodologies for emerging markets. Capable of leveraging data analysis and field research to develop new markets.
- **Administrative Affairs:** Experienced in planning and executing integrated marketing projects. Familiar with the full brand-building lifecycle. Able to enhance corporate and brand global visibility through event planning and communications.
- **Language Skills:** Fluent in English (proficient for business use). Possesses basic French proficiency. Well-versed in international business etiquette and cross-cultural communication techniques. Skilled at coordinating multi-stakeholder resources and facilitating partnerships.

李佳秦

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教育背景

2016.09-2020.06 福州工商学院(专业排名前 3.5%) 金融学 | 本科

- 论文发表: 发表国家级论文 《经济全球化财务管理对策分析》

个人优势

- 个人背景: 拥有 3 年商务&综合事务及 2 年国外财务资金工作经验, 曾参与海外市场调研、客户管理及跨文化协作, 熟悉跨国业务运作模式及本地化运营策略。在多个行业领域 (AI 科技&金融、石油、制造&建筑工程等) 积累扎实的商务经验, 招投标经验, 能够理解客户需求并制定针对性解决方案, 推动业务增长和市场份额提升。
- 资质证书: 初级会计资格证、证券从业资格证、机动车驾驶证 (3 年 12W 公里独立开车)、PADI 潜水证书。
- 英语技能: 50+会议展会陪同翻译经验, 海外工作经历, 英语可作为商务工作语言, CET-4: 595; 基础法语。

工作经历

2023.04-2025.05 Huayun 信息系统科技股份有限公司-上海 商务经理

- 客户维护: 对接证券及商业银行 IT/金融科技等部门, 完成 600+次实地拜访, 组织 100+次跨部门技术沟通会, 成功深化与 3 家头部券商的合作关系, 推动首个技术方案落地实施。
- 方案宣讲: 负责银行的全生命周期管理, 通过需求分析、资源整合, 面向金融机构进行软硬件系统产品的讲演与使用介绍&报价, 深入洞察用户需求, 结合用户特征, 挖掘产品亮点与潜力, 高效促成项目落地与后续迭代。制定标准化解决方案模板库, 通过 Visio、Axure 制作产品原型图, 输出需求文档, 将客户需求响应时间缩短 30%。
- 海外市场: 进行需求发现、组织交流、测试、招投标、商务谈判、合同签约, 完成本地化运营体系搭建&软硬件部署, 包括并通过竞品分析, 在市场实现首年市占率突破 8%。整合多源信息输出市场动态报告, 为决策提供支持。
- 合同管理: 搭建客户信用评级、负责合同评审管理, 优化应收账款账期, 缩短至 45 天; 进行合规、跨文化谈判等培训体系, 提升区域团队业务达标率 35%。

2022.07-2023.04 旗天科技集团股份有限公司-上海-国企 商务运营

- 市场开拓: 负责海内外市场渠道开发, 完成 6 家银行的本地化运营方案设计; 通过 CRM 系统结合线下沟通的方式, 成功开发 8 家行业头部客户, 新客户贡献年度营收占比达 35%。
- 运营管理: 负责海内外客户的商务谈判及协议签署, 协调法务、技术、售前等部门完成 3 个重点项目的本地化运营落地; 建立跨文化协作机制, 通过定期跨国视频会议和双语协作文档模板, 将项目执行效率提升 40%。
- 市场分析: 搭建覆盖市场的行业情报监测体系, 通过拉新促活留存转化的运营策略, 针对客户的指标来制作线上营销活动解决方案。整合后台数据、竞品分析和政策法规解读, 形成动态分析复盘报告, 输出 5 份市场进入可行性方案; 基于数据分析优化定价策略, 帮助海外团队实现毛利率提升 8 个百分点。

2020.10-2022.06 中地海外集团 CGC-海外-央企 总账财务

- 资金管理: 负责对接银行等金融机构, 如 Zenith Bank, 维护长期稳定的合作关系, 推动助贷业务资金端合作落地。每月初对集团资金余额与现金流情况进行分析, 制定并执行资金优化方案确保使用高效合规。负责 11 家分子公司海外生产的日常监管及资金流向把控; 通过 ERP 捕捉异常数据, 优化授信策略和流程, 规避违规合作风险。
- 支付管理: 负责集团境外三方支付体系&集团跨银行资金管理系统建设, 构建适配业务策略的收付链路, 并持续跟进优化助力业务发展。
- 报表核算: 负责每月财务报表的编制, 因跨国业务完成本币及外币两种报表出具, 确保数据准确。负责分子公司收入、成本、资金核算工作, 分析各项财务数据、资金流向、往来款项等, 为公司降低运营成本提供财务数据支持。
- 账户管理: 负责海外账户管理, 包括本地银行 (GTBank、Zenith Bank、Access Bank) 的开户、维护及跨境支付、对账。确保向原材料供应商的款项安全、准时支付。财资管系统接入及日常维护。负责 11 家分子公司海外经营的日常监管, 并对资金流向进行把控。研究当地外汇政策与监管环境, 保障所有支付操作及资金运作严格合规。

活动经历

马来西亚首相访华签约仪式整体策划与执行

- 负责活动全流程策划与落地, 包括流程设计、嘉宾接待及环节衔接, 协调政府、企业、媒体等 10+方资源, 确保活动从筹备到执行零失误。牵头搭建视觉物料体系 (宣传手册、背景板、电子邀请函等), 融合中马文化符号优化创意设计, 物料交付及时率 100%, 获双方团队高度认可。
- 完成活动双语 (中文/英文) 主持稿撰写, 适配国际外交语境, 担任现场双语主持, 引导嘉宾互动并把控流程节奏

个人技能

- 商务能力: 熟悉海外市场进入战略的制定与执行, 掌握本地化运营方法论, 能结合数据分析和实地调研开拓新市场。
- 行政事务: 具备商务接待统筹&会议论坛策划并落地整合营销项目的的能力, 熟悉品牌建设全流程, 能够通过活动策划和传播提升企业及品牌的国际知名度。
- 语言能力: 英语可作为工作语言&基础法语能力, 熟悉国际商务礼仪及跨文化沟通, 能够协调多方资源并促成合作。