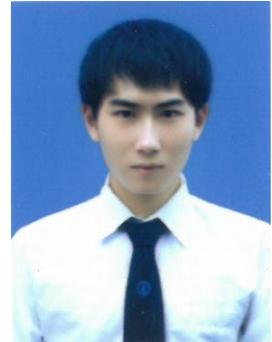


Meng Yuhong(孟昱宏)

Male, 1997-11

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EDUCATION

King's College London

Master of [Science] in [Banking and Finance]

London, UK

Sep 2021 – Dec 2022

- **Award Class:** Pass with Merit — **Rank top 20% (GPA 3.0/4.0)**

Relevant Subjects: Quantitative Methods for Finance / Investments / Financial Statement Analysis / Risk Management / Commercial and Investment Banking / Research Project / Financial Derivatives / Principles of Behavioural Finance / Bond Markets' Instruments and Trading Strategies.

Dhurakij Pundit University

Bachelor of [Business Administration] in [Finance and Accounting]

Bangkok, Thailand

Sep 2016 – Nov 2019

- **Award Class:** First Class Honors — **Rank top 10% (GPA 3.59/4.0)**

Relevant Subjects: Principles of Accounting / Internal Audit and Control / Intermediate Accounting / Cost Accounting / Economics / Enterprise Risk Management / Principles of Investment and Securities Analysis / Business Analysis and Planning / Business Finance / Investment Banking / Principles of Marketing.

WORK & INTERNSHIP EXPERIENCE

Norway NYO3 International AS

Chinese Market Strategic Cooperation Analyst, Part-time

Remote, China

Dec 2024 – Present

- **1. Market Entry & Competitive Strategy:** Spearheaded China go-to-market strategy by conducting in-depth market analysis using **PEST and Porter's Five Forces** frameworks. Performed comprehensive **SWOT** analysis on **15+ competitors** to define a core market entry strategy based on **certification, traceability**, and a key **supplier partnership**. Quantitatively validated the company's dual technological moat in krill oil extraction, providing decisive data for a **value-driven product differentiation strategy**.
- **2. Financial Feasibility Analysis:** Utilized Excel to build dynamic financial models for various market entry scenarios. Through **sensitivity analysis, Discounted Cash Flow (DCF)** valuation, and **rolling forecasts** of **raw material price changes, sales volume, and revenue**, Combined with **moving average, exponential smoothing, linear regression and time series ARIMA** forecasted the **Return on Investment (ROI)** and **break-even point** under different strategies (e.g., pricing, channel costs, marketing budget).
- **3. Consumer Demand & Cost-Benefit Modeling:** Performed **text and sentiment analysis** on over 100,000 user comments from social media to accurately define three core user personas. Used **Python (Jupyter Notebook)** to conduct a weighting analysis of key user drivers (e.g., **price sensitivity, brand heritage, proof of efficacy, specific pain points**), discovering that the impact of "proof of efficacy" on purchase conversion rate was **40% higher** than that of "price sensitivity."

This insight guided resource allocation for marketing content and new **product development (NPD)**, enabling a more precise targeting of the marketing budget towards high-conversion channels and optimizing the **Customer Acquisition Cost (CAC)**.

- **4. Led brand promotion, public opinion management, and consumer education** for Omega-3 life science products in China to boost sales. Created in-depth content on major Chinese social platforms from a consumer perspective, leveraging the brand's partnership with Norwegian-listed leader Aker BioMarine and triple **industry certifications (IFOS/IKOS/ORIVO)** as key messaging assets. Highlighted **competitor certification gaps** to lower consumer decision barriers. Resulted in **over 50,000 views, 300% increase in brand exposure, 30% GMV growth, and 70% repurchase rate of Tmall, JD, Pinduoduo E-commerce.**
- **5. Addressed negative speculation** over brand origin by rapidly producing legal and commercial clarifications (e.g., EU trademark registration, Oslo headquarters proof, Aker BioMarine vessel activity). Achieve public opinion reversal, **reduce brand search negative rate by 50%**, with **negative public opinion conversion rate exceeding 30% (controversy followers → purchasing users).**
- **6. Promoted the company's ESG values** and actions through major **social platforms** like WeChat, Zhihu, and Bilibili. Link brand value with ecological protection through the AWR Antarctic environmental project and sustainable sourcing technologies (e.g., Eco-Harvesting patent). Build an international and sustainable brand image, enhance consumer loyalty and recognition, create emotional brand value, and establish product trust. Achieve a **brand premium of over 20%** and a **KOC content virality rate exceeding 200%**.

Cloudrooms Co.,Ltd, Citian & Partners Co., Ltd
International Student Housing Associate, Full-time

London, UK
Jan 2024 – Dec 2024

- **1. Market Analysis & Asset Financial Due Diligence:** Continuously tracked and researched London's macroeconomic trends and rental market supply shifts through various economic data websites (e.g., ONS, Zoopla). Utilized **Excel and Python** to perform **linear regression and time series analysis** on public data for **rental indices, vacancy rates, and street-level safety**, building a **Rolling Forecast Model** to predict rental fluctuation trends in key areas **3-6 months in advance with 70% accuracy**. Authored regional due diligence reports for internal and client use, not only identifying risks such as rental growth and contractual pitfalls but also quantifying street-level expected Rental Yield and investment risk through data models, providing **data-driven financial advice** for client decision-making.
- **2. Financial Operations & Cost Control Analysis:** Meticulously recorded and reconciled the **flow of funds** between landlords, tenants, and the company. Used **Excel, Alteryx, and SQL** to cleanse and analyze thousands of transaction records, creating a dynamic financial dashboard to monitor key performance indicators (KPIs) such as **operating profit margin, Cost per Occupied Room, and customer renewal rate**. Conducted **regression analysis** on operational cost sub-items like maintenance and cleaning to identify key variables causing cost overruns and affecting customer satisfaction, proposing process optimizations that ultimately helped the company reduce operational costs by **5%** and enhance the **marginal utility** of expenditure on customer satisfaction.
- **3. Led a targeted market research** project on the rental needs and consumption trends of international students. Conducted **statistical analysis** on over 300 valid survey responses (using

Excel, Python) and combined it with **in-depth interviews**. Discovered that compared to local students, international students exhibit nearly **50% higher** sensitivity to "All-inclusive" pricing, "zero-deposit schemes," and "maintenance response speed." This conclusion directly drove the **differentiated design** of the company's service packages, precisely targeting a **market niche** overlooked by large apartment operators and private landlords, which became the company's **core advantage** in acquiring international student clients.

- **4.** Recorded detailed financial transactions among landlords, tenants, and the company bank account. Collected and reviewed client documentation, conducting **due diligence** and **risk assessments** in accordance with **KYC regulations**. Regularly generated **monthly financial analysis** reports (e.g., income statements) and flagged **overdue** or **defaulted accounts** by tier. Provided end-to-end "one-stop" support from contract signing to move-in (e.g., guarantor requirements, UK Deposit Protection Schemes), achieving a **98%** customer satisfaction rate and a **20%** increase in repeat bookings.
- **5.** Regularly organized online webinars to guide prospective international students on UK rental procedures, offering tailored housing solutions for Chinese students and international job seekers. Reached over **500+** target clients through platforms like **Xiaohongshu, Spareroom, WeChat** communities, and property agencies, achieving a private message **conversion rate** of over **25%**.
- **6.** Coordinated property viewings for clients. Provided customized rental advice based on budget, transportation, safety, and proximity to universities. Explained lease terms, legal obligations, community policies, and local regulations to ensure international clients understood their rights and responsibilities in the UK. Consistently received high praise for being **responsible, approachable, and patient, maintaining a 98% customer satisfaction rate.**

Lloyds Banking Group

London, UK

Data Management and Strategy Graduate Trainee, Full-time Apprentice

Jan 2023 – Jun 2023

- **1. Data Cleansing & Integration:** Systematically **collected, cleaned, and integrated** large-scale datasets from banking systems, covering transaction records and customer account information. Built a unified data source to support strategic analysis—for example, integrating credit card transaction data to optimize fraud detection models. Enforced **KYC principles** by verifying identities, analyzing needs, and providing anti-fraud guidance and mobile banking support for flagged or call-in customers.
- **2. Data Analysis and Insight Generation:** Applied **Python, Stata**, and statistical/machine learning models (**linear regression, random forest, K-means clustering**) to analyze complex datasets. Extracted key financial indicators, customer profiles, and predictive insights, providing decision support for **product recommendations** and **risk management** at branch level.
- **3. Customer Segmentation & Profitability Analysis:** Independently led a **profitability analysis** for retail banking customers, extracting **100,000+ records** with **SQL** and applying **Stata** to calculate rolling CLV and service costs. Segmented clients into high, medium, and low tiers, revealing that the top **20% contributed ~60% of profits**, which informed differentiated product and service strategies.
- **4. Data Visualization & Reporting:** Used tools like **Echarts, Power BI, and Excel** to design and develop interactive **visual dashboards, comprehensive financial statements, and analysis reports**. Transformed complex data patterns into clear, actionable insights through various chart types like bar and scatter plots, facilitating effective data utilization for stakeholders across different departments and seniority levels.

Nanjing Xinquan Thermal Energy Technology Co., Ltd.

Project Financial and Legal Assistant, Full-time

Nanjing, China

Jan 2021 – Jun 2021

- Leading bid preparation, stakeholder engagement, suppliers management, financial analysis, contract negotiation, and project execution, resulting in a profitable and timely completion of the project.
 - Solar Energy Water Heating Retrofit Project
 - **1. Project Bidding & Financial Optimization:** Secured a government-commissioned solar energy project and immediately reduced procurement costs by **10%** through strategic supplier negotiations. Monitored accounts such as **current assets, short-term liabilities, fixed assets, gross profit, and costs** to enhance cash flow, utilized **Excel and Stata** to analyze historical accounts receivable data. This analysis identified root causes of **payment delays**, leading to revised contract terms and collection strategies that increased **AR turnover** from **3x to 5x annually**, significantly improving working capital efficiency.
 - **2. Financial Modeling & Cost Reduction:** Independently built a comprehensive financial model in **Excel and Python**, **forecasting costs (materials, labor, equipment leasing)** and performing **sensitivity analysis**. Used the model in supplier negotiations to quantify impacts on **IRR, gross margin, and free cash flow**, selecting the most cost-effective procurement plan. Optimized **G&A expenses** and achieved **20%+** total cost savings.

Xingyin Information Technology (Shanghai) Co., Ltd.

Xiaohongshu Business Development, Intern

Remote, China

Aug 2020 – Oct 2020

- Conducted preliminary screening and **due diligence on over 20 potential brands**, and **facilitated the signing of 2 new brands** in beauty and home categories. Also aided in crafting partnership scripts, tracked email/call responses, and categorized brand requirements and cooperation intentions.

SKILLS, ACTIVITIES & INTERESTS

Languages:

Native proficiency in Chinese; Fluent in English (IELTS 6.5, 2019); Elementary in Japanese.

Technical Skills:

1. **Data and Statistical Analysis, Financial Analysis & Modeling:** Excel, SAP-FICO, Stata, Alteryx, Python, SQL, Cursor, Power BI, JIRA;

2. **Video, image editing, and product prototype design:** Adobe suite, MockingBot, Midjourney, Stable Diffusion etc;

3. **Online meetings, webinars, and presentation reports:** PowerPoint, Word, Zoom, Teams, Tencent Meeting, etc.

Training:

[Business Communication, Marketing Management]; [Social Media Management]; [Digital Content Creation and Editing]; [Financial Performance Assessment].

Activities:

1. United Nations Economic and Social Council Youth Forum 2023, with the theme of the Sustainable Development Goals (SDGs), attended as a guest, focuses on potential solutions to global issues such as the pandemic, conflict, poverty, and inequality(**Guest**)(**New York**).
2. AI Integration Conference for Marketing and Legal Industries(**Participant**)(**Shanghai**).

Interests:

1. **Travel:** Visited over **20 countries**, gaining global perspective into national social policies and economic landscapes, and experiencing cultural diversity(UK, USA, France, Germany, Norway, Spain, Portugal, Hungary, Italy, Czech, Poland, Croatia, Belgium, Serbia, Albania, Macedonia, Turkey, Peru, Thailand, Egypt, Maldives).
2. **Self-media:** Creating travel and study vlogs capturing global cultures and art, showcasing iconic museums like the Louvre, the British Museum, and the Metropolitan Museum to share the world's diverse beauty across multiple social media platforms such as Xiaohongshu, Bilibili, QQ, and WeChat, etc.
3. **Content creation on international education, global economy, and cultural insights:** Authored UK study guides on **Xiaohongshu/Zhihu/Baidu Tieba/Bilibili**, offering unique analyses on universities, majors, European life adaptation, and useful apps. Provided customized answers to reduce online information asymmetry. Followed global affairs and financial markets, with personal commentary articles reaching over **100,000 readers**.

PERSONAL SUMMARY

Broad Global Perspective in Economics, Politics, and Culture: Holding a valid **U.S. B-1/B-2 non-immigrant business travel visa (10-year multiple entry)**. Previously held a UK Post-Study Work (PSW) visa and legally resided and worked in the UK for two years. Accumulated approximately three years of living and working experience across Europe, North America, and South America, having traveled to **over 20 countries**. These extensive experiences have significantly enhanced my intercultural adaptability, coordination, and communication skills.

Extensive Knowledge Base and Versatile Skill Set: Proficient in using various data analysis and reporting tools (e.g., **Excel, Stata, Alteryx, SAP-FICO, Python, SQL, Power BI, PowerPoint**) to address diverse environments and challenges. Specialized in finance, accounting, economics, data analysis, regional market insights, digital and offline marketing, customer relationship management (CRM), and research on European lifestyle, immigration, visas, and national regulations. Expertise includes, but is not limited to, industry and corporate financial analysis, management studies, macro- and microeconomic-political research, and market investigations—leveraging cross-disciplinary strengths.

Positive Character and Strong Learning Drive: Honest and responsible with a **strong work ethic and professionalism**. Meticulous and detail-oriented, committed to high standards in all work processes. Observant, analytical, and open to new knowledge, skills, and environments. Capable of rapidly acquiring and applying new concepts. Continuously learning through platforms like Bilibili and YouTube, staying up-to-date and constantly evolving. Equipped with **excellent interpersonal and communication skills**—able to articulate ideas clearly, actively listen, and foster a collaborative and supportive work environment. A **dependable team player** who contributes constructively when needed.

孟昱宏

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likang832@gmail.com



教育背景

伦敦国王学院

理学硕士-银行与金融

伦敦, 英国

2021.9 – 2022.12

- **荣誉级别:** Pass with Merit(优异通过) — 排名前 20%(GPA 3.0/4.0)。

相关课程: 定量金融研究方法 / 投资学 / 财务报表分析 / 风险管理 / 商业银行与投资银行业务 / 研究项目 / 金融衍生工具 / 行为金融学原理 / 债券市场工具与交易策略。

博仁大学

工商管理学士-金融与会计

曼谷, 泰国

2016.9 – 2019.11

- **荣誉级别:** First Class Honor(一等荣誉学位) — 排名前 10%(GPA 3.59/4.0)。

相关课程: 会计学原理 / 内部审计与控制 / 中级会计学 / 成本会计 / 经济学 / 企业风险管理 / 投资与证券分析原理 / 商业分析与规划 / 企业财务 / 投资银行业务 / 市场营销原理。

工作&实习经历

挪威 NYO3 国际有限公司(NYO3 International AS)

中国市场战略合作分析师, 兼职

远程, 中国

2024.12 – 至今

- **1. 市场进入与竞争分析(Market Entry & Competitive Strategy):** 针对中国大健康市场, 独立完成多份宏观市场环境、行业研究和市场调研分析报告。运用多种分析模型如 PEST/波特五力, 并对超过 15 个潜在竞品进行了全面的 SWOT 分析, 最终精准定位了“多方权威第三方认证+原产地可追溯+与挪威龙头上市原材料供应商深度合作”为核心的市场切入点。通过量化对比各竞品在磷虾油提取技术、Omega-3 分子形态(乙酯型 vs. 甘油三酯型)上的差异, 清晰论证了 NYO3 在“专利捕捞技术”和“天然高吸收率形态”上的双重技术护城河。此分析报告为制定“高质低价”的差异化竞争策略提供了决定性的数据支持。
- **2. 财务可行性分析(Financial Feasibility):** 利用 Excel、Python 构建了多种市场进入情景下的动态财务模型, 通过敏感性分析、贴现现金流(DCF)估值、原材料价格变动和销售额和销售收入滚动预测, 结合移动平均、指数平滑、线性回归和时间序列 ARIMA 量化预测了不同策略(如定价、渠道成本、营销预算、毛利)下的投资回报率(ROI)和盈亏平衡点。
- **3. 消费者需求与成本效益建模(Consumer Demand & Cost-Benefit Modeling):** 通过对超过 10 万条社交媒体用户评论进行文本与情感分析, 精准勾勒出三个核心用户画像。使用 Python (Jupyter Notebook) 对用户关键驱动因素(如价格敏感度、品牌历史、功效证明、特定痛点)进行了权重分析, 发现“功效证明”对购买转化率的影响比“价格敏感度”高出 40%。这个发现指导了营销内容和新品研发(NPD)的资源配置, 使营销预算更精确地投向高转化率渠道, 优化了客户购置成本(CAC)。

- 4. 负责品牌在中国生命科学、Omega-3 相关产品市场的推广、网络舆情管理和消费者教育以**提升销售收入**。以消费者人设在中国主流社交媒体撰写品牌万字文章，将挪威上市龙头企业技术合作背书（Aker BioMarine）、鱼油行业内三重国际认证（IFOS/IKOS/ORIVO）转化为核心传播资产，对比竞品认证缺失点，降低消费者决策门槛。**文章阅读数超 5 万人，Tmall、PDD 平台品牌曝光量提升 300%，GMV 暴增 30%，复购率达 70%**。
- 5. 针对品牌归属地负面争议，快速产出商业法律解读（如欧盟商标注册信息），实体办公证据（挪威奥斯陆总部地址）及供应商合作披露（Aker BioMarine 捕捞船动态），实现舆情逆转，**品牌搜索负面评价率下降 50%，负面舆情转化率 30%以上（争议关注者→购买用户）**。
- 6. 通过主流网络社交平台（如微信、知乎和 B 站等）传播企业 ESG 理念和行动，通过参与 AWR 南极环保项目、可持续原料获取技术（如 Eco-Harvesting 专利），将品牌价值与生态保护绑定，塑造品牌国际化和可持续形象，提升消费者归属感及认同感，创造品牌情感价值，构建产品信任体系。**实现品牌溢价超 20%，KOC 内容裂变率超 200%**。

英国云屋有限公司 (Cloudrooms Co., Ltd)

伦敦, 英国

国际住房咨询师, 全职

2024.1 – 2024.12

- 1. **市场分析与租赁资产财务尽调 (Market Analysis & Asset Financial Due Diligence)**: 通过各个经济指数网站（如 ONS、Zoopla）持续追踪研究伦敦城市宏观经济与市场租赁供给变化，同时监控学生租赁市场和私人租赁市场的宏观数据，利用 Excel、Python 对公开的**租金指数、空置率和街道治安进行线性回归与时间序列分析，并构建滚动预测模型 (Rolling Forecast Model)**，提前 3-6 个月预测关键区域的租金波动趋势，**准确率达 70%**。为公司内部和客户撰写区域尽职调查报告，不仅识别租赁增长、合同陷阱等风险，更通过数据模型量化了不同街道级别的预期租金收益率 (Rental Yield) 和投资风险，为客户决策提供了**数据驱动的财务建议**。
- 2. **财务运营与成本控制分析 (Financial Operations & Cost Control Analysis)**: 详细记录并核对房东、租客与公司间的资金流水。运用 Excel、Alteryx 和 SQL 清洗并分析了上千条交易记录，创建了动态财务仪表盘，以监控**运营利润率、单位房间成本 (Cost per Occupied Room) 和客户续租率等关键绩效指标 (KPIs)**。通过对维修、保洁等运营成本子项目进行回归分析，识别出导致成本超支、客户满意度相关性的关键变量，并提出了流程优化建议，最终帮助公司将**运营成本降低了 5%**并提升了费用支出与客户满意度的**边际效益**。
- 3. 主导了一项针对国际留学生的租赁需求与消费趋势的专项**市场调研**。通过对超过 300 份有效问卷进行**统计分析 (Excel、Python)**，并结合**深度访谈**，发现与本地学生相比，国际学生对“一价全包 (All-inclusive)”、“零押金方案”和“维修响应速度”的需求敏感度高出近 50%。此结论直接推动了公司服务套餐的**差异化设计**，精准切入了被大型公寓运营商和社会私人房源所忽略的**市场缝隙**，成为本公司获取国际生源的**核心优势**。
- 4. 记录房东租客资金交易明细与公司银行账户资金往来，收集和审核客户资料，贯彻 KYC 规则对客户进行**尽职调查与风险管理**。定期生成**月度财务分析报告 (如利润表)**并对**逾期和拖欠**进行分层标记。提供从签约到入住的“一站式”支持（如担保人要求、英国押金保护计划 (Deposit Protection Schemes)），**客户满意度达 98%，复购率提升 20%**。

- 5. 定期策划线上研讨会针对准留学生进行英国租房指南解说，并提供针对中国留学生及国际求职者的住宿解决方案，通过小红书、Spareroom、微信社群及房产中介平台精准触达 500+ 目标客户，实现私信转化率超 25%。
- 6. 协调客户进行物业参观。根据预算、交通、安全和邻近大学提供量身定制的租赁建议。解释了租赁条款、法律、社区政策和当地法规，以确保国际客户理解他们在英国的权利和责任。一直因负责任、平易近人和耐心而获得很高的赞扬（98%的客户满意度）。

英国劳埃德银行集团 (Lloyds Banking Group)

伦敦, 英国

数据管理与战略毕业生计划, 全职

2023.1 – 2023.6

- 1. **数据清洗与整合 (Data cleansing & Integration)**: 系统收集、清洗并整合来自银行系统的大量数据集，涵盖交易记录和客户账户信息。这项基础性工作为战略分析奠定了统一数据源，例如通过整合信用卡交易数据来优化反欺诈模型；**贯彻 KYC 原则**，对主动来访和系统检测异常的银行卡消费用户进行身份确认、需求分析、反欺诈指导与银行 APP 操作。
- 2. **数据分析与洞察生成 (Data analysis & Insight Generation)**: 运用 Python 和 Stata 等工具，采用线性回归、随机森林、K 聚类分析等统计学及机器学习模型分析复杂数据集。提取**关键财务指标、客户画像与预测性洞见**，为分支机构提供产品推荐和风险管理的决策支持。
- 3. **客户分层与盈利性分析 (Customer Segmentation & Profitability Analysis)**: 独立开展了一项针对零售银行客户的盈利性分析项目。运用 SQL 从大型数据仓库中提取了超过 10 万名客户的交易记录与账户信息，并结合 Stata 进行**滚动客户生命周期价值 (CLV) 和单位客户服务成本的测算**。通过分析，将客户分为高、中、低三个利润贡献等级，发现前 20% 的高价值客户贡献了近 60% 的部门利润，推动银行针对不同客户层级实施差异化产品推荐和服务的战略。
- 4. **数据可视化与报告 (Data visualization and reporting)**: 使用 Echarts/ Power BI/ Excel 等工具设计开发交互式可视化仪表盘、综合财务报表和分析报告。通过条形图、散点图等多种图表形式，将复杂数据模式转化为清晰可操作的洞察，助力跨部门、多层级管理者有效利用数据资源。
- 5. 与分行业务部门和技术团队紧密协作，精准把握数据需求，提供定制化支持方案与建设性解决方案。

南京鑫泉热能科技有限公司

南京, 中国

项目财务法务助理, 全职

2021.1 – 2021.6

- [主导投标准备、利益相关者联络、供应商管理、财务分析与法律支持、合同谈判和项目执行，从而实现盈利和及时完成项目]。
 - [太阳能热水改造工程]
 - 1. 参与并积极准备投标文件和手续，成功中标南京市公安局派出所委托的监狱太阳能和水能升级项目，通过与供应商的高效谈判，将**采购成本降低 10%**。记录供应商、甲方、乙方三方资金往来，监控**流动资产、短期负债、固定资产、毛利、成本**等科目，

定期生成月度财务分析报告，运用 Excel 和 Stata 对历史应收账款数据进行分析，识别出造成延迟付款的关键因素。基于分析结果，优化了合同中的付款条款并调整了**催款策略**，最终将**应收账款周转率从 3 次/年提升至 5 次/年**，显著改善了项目的营运资本效率。

- 2. 项目初期，独立使用 Excel 和 Python 搭建了完整的项目财务计算模型，包含对**原材料、人工、设备租赁**等成本子项目的详细预测，并进行**敏感性分析**。该模型在与供应商的谈判中发挥了关键作用，通过量化展示不同采购方案对项目**内部收益率（IRR）和毛利率**以及**自由现金流**的影响，成功识别最具**性价比的采购和优化销售费用、管理费用**，节省总成本超 20%。
- 3. 协同包括法律和人力资源在内的跨职能团队有效合作，利用法律专业知识收集关键信息，通过战略性地加强合同框架和减轻违约风险，将**质保金要求降低 1%**。

行吟信息科技（上海）有限公司

远程，中国

小红书商务发展，实习

2020.8 – 2020.10

- 对 20 多个潜在品牌进行了**初步筛选和尽职调查**，并促成了 2 个美容和家居类新品牌的**签约**。帮助制作合作伙伴关系文案，跟踪电子邮件/电话回复，并分类品牌需求和合作意图等级。

技能，活动&兴趣

语言:

中文-母语；英语-流利-雅思 6.5（2019）；日文-初学。

专业技能:

1. 数据和统计分析、财务分析和建模（Excel、Stata、Alteryx、SAP-FI/CO、Python、SQL、Cursor、Power BI、JIRA）；
2. 视频、图像编辑和产品原型设计（Adobe 套件、MockingBot、Midjourney、Stable Diffusion）；
3. 在线会议、网络研讨会和报告演示（PowerPoint、Word、Zoom、Teams、Tencent Meeting 等）。

培训:

商务沟通、市场营销管理；社交媒体运营管理；数字内容创作与编辑；财务绩效评估。

活动:

1. 联合国经济及社会理事会青年论坛：以可持续发展目标（SDGs）为主题，重点探讨解决各国新冠流行、区域冲突、社区贫困和不平等全球问题的潜在解决方案。(嘉宾)(美国纽约)
2. 市场研究与法律行业的人工智能整合会议。(参与者)(中国上海)

兴趣:

1. 旅行：足迹遍布 20 多个国家，实地考察各国社会经济政治政策，积累全球视野并体验文化多样性（英国、美国、法国、德国、挪威、西班牙、葡萄牙、匈牙利、意大利、捷克、波兰、克罗地亚、比利时、塞尔维亚、阿尔巴尼亚、马其顿、土耳其、秘鲁、泰国、埃及、马尔代夫）。

2. 自媒体：创建捕捉全球文化和艺术的旅游和学习视频博客，展示法国卢浮宫、英国大英博物馆和美国纽约大都会博物馆等标志性博物馆，在小红书、Bilibili、QQ 和微信等多个社交媒体平台上分享自创视频。

3. 国际教育、全球经济和文化知识内容创造：撰写小红书/知乎/百度贴巴的英国留学指南，分享独特分析关于大学、专业、欧洲生活适应及常用 APP，同时为互联网消费者提供客制化答案，减少信息不对称。关注全球时事与金融市场，撰写个人独特视角文章，累计 10 万人阅读。

个人总结

拥有丰富的全球经济政治文化视野与见闻：具备美国非移民合法 B-1/B-2 商务旅行签证（10 年多次往返），曾持英国硕士毕业生工作签证（PSW）在英国合法居留与工作 2 年，并拥有 3 年左右欧洲、北美及南美洲多地的丰富生活与工作经验，**足迹遍及全球 20 余国**，丰富的经历还使我拥有更强的跨文化适应力和市场洞察能力。

广博的知识储备与多样化的技能组合：运用多种数据分析与报告工具（如 Excel, Stata, Alteryx, SAP-FICO, Python, SQL, Power BI, PowerPoint 等等）以应对多种环境与挑战。以**数据驱动（Data-driven）**为核心，主攻领域金融、会计、经济、数据分析、区域市场洞察、数字及线下营销、客户关系管理（CRM）、欧洲生活移民及各签证和国家法规调查，包括但不限于行业及企业财务研究，管理研究、宏观及微观经济政治研究、市场调研，在多个交叉领域发挥自己的才能。

积极正面的性格人品和主观学习能力：为人正直诚信，具有**高度的责任感**和强烈的敬业精神，对待工作一丝不苟，严谨的工作风格和学术精神贯彻工作全过程。工作作风**踏实稳重，注重细节**。善于观察、思考和分析，对于新知识、新技能、新环境抱有开放态度和浓厚兴趣，能够迅速理解、掌握并应用于实践，闲暇之余依然通过相关平台学习新知识 with 技能（如 Bilibili、Youtube），学无止境，与时俱进。具备良好的**沟通协调能力和亲和力**，能够清晰表达观点，积极倾听他人意见，积极营造和谐互助的工作氛围，致力于通过协作达成共同目标，在团队中既是可靠的支持者，也能在需要时贡献建设性想法。

结语：在职业生涯的双向选择过程中，我希望加入一个充满活力、杜绝内耗的团队，以饱满的热情、持续的学习力和脚踏实地的行动，长久稳定的为组织创造价值，同时实现个人能力的不断飞跃，实现双赢甚至多赢的理想结果。