Weiyi Zhu

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EDUCATIONAL BACKGROUND

Xiamen University	**Sep 2022 — Jun 2026**

Bachelor of Management in *Financial Management* expected; **GPA:** 88/100
- *Specialized Courses:* Calculus, Linear Algebra, Probability and Statistics, Python Programming, Financial Engineering, Corporate Finance, Securities Investment, Microeconomics, Macroeconomics, etc.

Oxford University (*Summer Exchange Programme*)	**Jul 2024 — Aug 2024**

- *Training Camp:* Business-Finance-Management Model
- *Courses:* Sustainable Finance, Game Theory, Mobile Money, Leadership in Business, Investment Banking

INTERNSHIP EXPERIENCES

**Guolian Securities	*Intern, Building Materials Group, Research Institute***	**Jul 2024 — Aug 2024**

- *Data Analysis:* Conducted analysis for the gypsum board business of Beijing New Building Materials Co., Ltd.; Collected and processed 500+ market and financial data entries using iFind and Wanfang databases and utilized R language for data visualization; Built 2 financial models to provide quantitative support for investment analysis
- *Company Research:* Conducted 2 in-depth interviews with the management team of the company and participated in 3 industry expert forums; Organized detailed meeting minutes and collected over 20 key market insights and company updates to understand the company's business model and market position
- *Report Writing:* Assisted in writing an in-depth research report on the company, responsible for conducting financial analysis, competitor analysis, and future development trend forecasting

**KPMG Huazhen LLP	*Audit Assistant***	**Jan 2024 — Feb 2024**

Participated in annual audits for a real estate company and a new energy semiconductor company
- *Vouching:* Conducted sampling and verification of approximately 500 accounting vouchers and original documents; Assisted senior auditors in verifying the accuracy and authenticity of accounts, particularly cash and cash equivalents
- *Audit Working Paper Preparation:* Participated in the preparation of 3 audit working papers, covering core accounts such as cash and cash equivalents, fixed assets, and employee compensation
- *Walkthrough/Control Testing:* Independently performed walkthrough and control testing for raw material and fixed asset procurement processes; Evaluated the effectiveness of clients' internal control systems

**Frost & Sullivan Consulting Firm	*Pharmaceutical Industry Analyst Assistant***	**Sep 2023 — Dec 2023**

- *Interview Minutes:* Participated in 10+ expert interviews, responsible for organizing meeting minutes and extracting key insights to support clients' business transformation needs; Used the Wind database to obtain the latest research reports and market trends in the pharmaceutical industry; Analyzed 20 industry research reports, providing data support and market trend forecasts for clients
- *Policy Research:* Analyzed national pharmaceutical industry policy dynamics, including medical consumables centralized procurement policies; Systematically organized and interpreted policy documents, providing three policy impact analysis reports for clients, helping them understand the potential impact of policy changes on business
- *Business Support:* Assisted the director in making presentations, ensuring the accuracy of information and the professionalism of visual presentation; Completed translation of internal and external materials, including policy documents, industry reports, and customer communication documents, totalling 20,000 words

PROJECTS

**Fulin Crystal	*Leader***	**Feb 2024 — Jun 2024**

- *Market Research:* Led a team of 8 to investigate the crystal market, determine product positioning, and draft a preliminary business plan
- *Product Promotion & Sales:* Conducted crystal popularization through channels such as WeChat Public Account and Xiaohongshu to attract potential customers; Combined online and offline sales of crystal jewelry through ground promotion activities, achieving a sales volume of 8,204 *yuan*

**Pop Mart Company Research	*Leader***	**Apr 2024 — May 2024**

- Conducted market analysis of the company using SWOT, PEST, and Porter's Five Forces model to understand the current state of the industry; Used DCF and LBO models for company valuation

**CEO Financial Background and Financialization of Physical Enterprises	*Participant***	**Apr 2024 — Jun 2024**

- *Data Collection:* Collected and cleaned executive data from 100+ listed companies using CSMAR database; Standardized formats, handled missing values, and removed outliers to ensure data accuracy
- *Statistical Analysis:* Utilized Python to analyze correlations between executive attributes and company performance; Applied descriptive statistics and regression analysis to identify trends
- *Data Visualization and Reporting:* Created intuitive charts using Matplotlib and Seaborn; Compiled a comprehensive report detailing the analysis process, key findings, and business recommendations

LEADERSHIP EXPERIENCE

**"Voice of China" Overseas Practice	*Project Leader* (Outstanding Team)**	**Jun 2023 — Aug 2023**

- Led a team of 9 to invite foreign friends at Oxford University to participate in Chinese traditional cultural games, sharing Chinese mythological stories to showcase Chinese cultural confidence and spread the voice of China

OTHERS

- **Language Skills:** English (CET-6: 603); Chinese (Native)
- **Computer Skills:** Microsoft Office Suite, Python, R, and MATLAB