王雪晴

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教育经历

杜伦大学 市场营销 硕士　　　　　　　　　　　　　　　　　　　*2022年09月 - 2023年09月*

· 主要课程：数字营销，消费者行为，咨询管理

宁波诺丁汉大学 国际商务经济 本科　　　　　　　　　　　　　　*2018年09月 - 2022年07月*

· GPA：3.7/4.0（专业前20%），获得诺丁汉卓越奖

· 主要课程：统计学与概率论、线性代数、计量经济学、数据设计与应用、数字化企业运营管理

实习经历

社会价值投资联盟，数据生产部门实习生　　　　　　　　　　　　*2021年06月 - 2021年09月*

· 深入研究沪深300指数和沪深500指数内公司的年报和社会责任报告，根据ESG相关的社会责任指标，筛选出符合条件的信息，如公司董事会中女性比例、可持续发展委员会的设立等。使用Excel和Python进行数据清洗、整合和分析，生成符合国内外ESG评价体系和标准的数据报告。

· 管理一个6人的团队，负责检查团队成员的工作准确性、分析和总结上周的工作效率、安排下周的任务分配等流程。通过优化工作流程和提高沟通协调能力，实现了团队每周完成30份报告的目标，提高了工作效率20%。

世纪证券，实习生　　　　　　　　　　　　　　　　　　　　　　*2019年06月 - 2019年09月*

· 使用Excel的vlookup函数收集并比较了中国和美国过去20年宠物医疗行业的相关数据，使用SPSS软件分析了美国居民人均收入和人口结构等多个因素的变化规律。预测了中国宠物医疗相关消费占比未来将持续上升。

· 使用Tableau软件整合并可视化了多家上市宠物医疗公司的年报数据，评估了中国宠物医疗行业的发展阶段。提出了关注行业领导者如瑞鹏宠物与瑞派宠物医院的发展建议，提高了客户对这两家公司的投资信心。

校园经历

校园大使　　　　　　　　　　　　　　　　　　　　　　　　　　*2018年10月 - 2023年09月*

· 主导学生课程评估项目，通过问卷和访谈收集数据，向学校学术部门提交报告，提高了15%的课程满意度。

· 策划学校开放日的校内彩虹跑活动，吸引超过200名校内外人员参与；并在活动日向校外人员进行宣传工作。

欧莱雅BRANDSTORM商赛　　　　　　　　　　　　　　　　　　*2020年03月 - 2020年05月*

· 参加了欧莱雅BRANDSTORM商赛，主题为环保。作为队长，运用产品营销策略，设计问卷调查和访谈，收集到200多份有效数据， 分析了消费者对化妆品外包装趣味化设计和材质选择的偏好。使用PS设计出可镶嵌型单色眼影外壳，实现产品的差异化和创新化。在全国7000名参赛选手中，作品排名前400，占前5.7%。

其他

· 语言能力：雅思 (7.0)，能无障碍阅读并翻译研报、财报、论文等强专业性的英文材料。

· IT 技能：Microsoft Office（Excel，Word，PowerPoint，Access），MySQL，Stata，SPSS，SmartPLS，Tableau， Adobe Photoshop（PS），Adobe Premiere（PR）

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EDUCATIONAL BACKGROUND

Durham University, MSc Marketing　　　　　　　　　　　　　　　　*09/2022-09/2023*
- Core courses: Digital marketing, Behavioural Science for Marketing, Consulting

University of Nottingham Ningbo China, International Business and Economics　　*09/2018-06/2022*
- GPA: 3.7/4.0 (Top 20%), received the Nottingham Advantage Award
- Core courses: Advanced Calculus for Business, Linear Algebra, Quantitative Methods, Principles of Econometrics, Database Design and Implementation, Logistics and Supply Chain Management, Management Accounting and Financial Accounting, Financial Economics, China and the Global Economy

INTERNSHIP

CHINA ALLIANCE OF SOCIAL VALUE INVESTMENT, Data Production Intern　　*06/2021 - 09/2021*
- Conducted in-depth research on the annual reports and corporate social responsibility reports of companies listed in the CSI 300 and CSI 500. Based on ESG-related social responsibility indicators, selected relevant information, such as the proportion of women on the company's board of directors and the establishment of sustainable development committees.
- Utilized Excel and Python for data cleansing, integration, and analysis, generating data reports that align with domestic and international ESG evaluation systems and standards.
- Managed a team of six members, responsible for ensuring the accuracy of team members' work, analyzing and summarizing weekly work efficiency, and organizing task assignments for the following week. By optimizing workflow and enhancing communication and coordination, achieved the team's goal of completing 30 reports per week and increased work efficiency by 20%.

Century Securities Co. Ltd, Intern　　　　　　　　　　　　　　　　*06/2019 - 09/2019*
- Utilized Excel's VLOOKUP function to collect and compare data related to the pet healthcare industry in China and the United States over the past 20 years. Employed SPSS software to analyze the changes in factors such as per capita income and population structure among U.S. residents. Predicted a continued increase in the proportion of pet healthcare-related consumer spending in China.
- Integrated and visualized annual report data from multiple publicly listed pet healthcare companies using Tableau software. Evaluated the development stage of the Chinese pet healthcare industry. Presented development recommendations for industry leaders such as Ruipeng Pet and Ruipai Pet Hospital, enhancing client confidence in these two companies' investments.

PROJECTS ON CAMPUS

Student Ambassador　　　　　　　　　　　　　　　　　　　　　　*10/2018 - 09/2023*
- Led the student course satisfaction assessment project, collecting feedback data through online surveys and interviews, analyzing issues, and proposing improvements that resulted in a 15% increase in course satisfaction.
- Organized an on-campus Rainbow Run event during the university's open day, attracting participation from over 200 individuals, including both on-campus and external attendees. Additionally, conducted informational activities targeting external visitors on the event day.

L'Oréal Business Competition　　　　　　　　　　　　　　　　　　*03/2020 - 05/2020*
- Acted as the team leader in the L'Oréal BRANDSTORM Business Competition, tasked with designing eco-friendly cosmetic packaging aligned with consumer preferences. Utilized product marketing strategies, designed surveys, and conducted in-depth interviews, amassing over 100 valuable data points. Analyzed consumer preferences for imaginative design and material selection in cosmetic packaging.
- Crafted a single-color eyeshadow case with an embeddable design using Photoshop, enhancing consumer interest and interactivity, thereby achieving product differentiation and innovation. Achieved a ranking in the top 400 out of 7,000 participants nationwide, representing the top 5.7% of entries.

OTHER SKILLS

- Language: English (IELTS: 7.0), be able to read and translate research and financial reports, papers and other professional English materials.
- IT skills: Microsoft Office (Excel, Word, PowerPoint, Access), MySQL, Stata, SPSS, SmartPLS, Adobe Photoshop (PS), Adobe Premiere (PR), Tableau