

Jingjing Shen

☎ 32456375496 ✉ jingjing.shen@ulb.be
📍 1000, Bruxelles



SUMMARY

- Have a cross-field background in financial accounting, technology innovation management and data analysis, experienced in cross-departmental cooperation.
- With multiple experiences in data analysis and strategy development, is familiar with product competitive analysis.
- DISC test shows that I am both remarkable in dominance and compliance, which means I can switch between a leader and a collaborator very well.

EDUCATION

National Chengchi University

Sep 2021 - Jul 2023

MS in Technology, Innovation & Intellectual Property Management, College of Commerce

- GPA : 4.23/4.30
- Supply Chain Program : Strategic Project and Operations Management, Supply Chain Management, E-Commerce Practice
- Corporate Mentorship Program : Far EasTone (Data Analysis), Fullon Hotel (Brand Channel)

National ChungCheng University

Sep 2017 - Jun 2021

BBA in Accounting and Information Technology, College of Management

- Certificate : Financial Management Associate (FMA)
- Honors : Department volunteer excellent student (2017)

PROFESSIONAL EXPERIENCE

Longfor Properties

Aug 2021 - Sep 2021

Strategic development intern

Beijing

A listed real estate company mainly engaged in high-end residential and commercial real estate

- Conducted desk research on cultural media industry to analyze the IP acquisition paths and expansion strategies of 4 benchmark in animation, film, game trendy and other markets.
- With the top 50 original IPs in China as the target, dug deep into the form of related derivatives, integrated the latest business forms of derivatives, and at the same time developed consumption insights into the Z-generation, additionally proposed the company's brand rejuvenation strategy.
- Summarized relevant information of 6 competing commercial real estate companies, visualized the coverage area and operation status of each construction project, tracked the development trend of each competing company, and support company's expansion strategy in combination with policies and regulations.

PWC Strategy&

Mar 2020 - Jun 2020

Strategy Consulting intern

Beijing

- Analyzed the overseas market layout of domestic leading car companies, in-depth study the development status of the industry, combining latest policies and government developments, and evaluated the strategic feasibility and advantageous development direction
- Grabbed financial data for evaluation, use competitor analysis, PEST analysis model, etc., looked for the blue ocean market for the company's business line advantages, and independently wrote customer-oriented research reports
- Conducted industrial environment research on a non-listed local state-owned enterprise, integrated local resource advantages, analyzed how urban agglomeration synergies affect the industry, and finally determined the strategic positioning of the enterprise

AIA Group

Jan 2019 - Jan 2019

Execute member

Hongkong

- Compared the differences between Hong Kong and the mainland financial market, analyzed various financial instruments and usage strategies. In the fund investment simulation contest, led the team for the different situations of the target economy in the six stages, the first to achieve the goal of 40% yield after three years.
- In the Urban Survival Challenge, the barter game was launched with the passers-by, and 16 exchanges were made within two hours. The paper clip was used as the starting asset, and the total value of the exchanged items was 225 HKD (ranked 2/17).
- Led team develop an asset management portfolio proposal with the same topic as the "Hong Kong Outstanding College Student Financial Planner Competition" within 5 days, determined the target customer needs on the basis of multiple asset allocation and won the second place.

GLOBAL EXPERIENCE

International Development Youth Forum

Aug 2019 - Aug 2019

Forum representative

Tokyo

The forum was established in 2012 to promote community building in developing countries and regions. In 2019, the admission rate of delegates to the forum is 0.9%

- Led the team study the case of slum children's education in Mumbai, India, completed a detailed project proposal report within five days, including pain point analysis, project strategy and cycle, and implement it into budget formulation, and finally came to the winning proposal of the theme (1/7), and submitted to Japan National Development Center Social and Economic Department for archival research.

Global Innovation Challenge

Jun 2022 - Jul 2022

Digital Transformation Consultant

Melbourne

As the youngest member, lead the team to quickly complete the organizational establishment and division of labor, and anchor the team positioning according to the expertise of the members

- Analyzed the current situation and pain points of the development of South Bank business district in Queensland, combined sports, tourism and space landscape under the theme of Olympics 2030, and provided South Bank company with gamification and sports innovation solutions that are highly in line with strategic goals through the analysis of internal and external environments, and use four key synergy wins the CEO's affirmation.

Global Innovation Challenge

Jun 2022 - Jul 2022

Digital Transformation Consultant

Melbourne

As the youngest member, lead the team to quickly complete the organizational establishment and division of labor, and anchor the team positioning according to the expertise of the members

- Analyzed the current situation and pain points of the development of South Bank business district in Queensland, combined sports, tourism and space landscape under the theme of Olympics 2030, and provided South Bank company with gamification and sports innovation solutions that are highly in line with strategic goals through the analysis of internal and external environments, and use four key synergy wins the CEO's affirmation.

OTHERS

- **Skills:** Office, SAS, sql, PowerBI
- **Languages:** Chinese, English(TOEIC 885/990)
- **Interests:** Hiking, Badminton(Central District Accounting League doubles quarter final)