

# Chenyu (Lucy) Liu

Address: 125 West 106<sup>th</sup> Street, New York, NY 10025

Email: chenyu.liu@columbia.edu

## EDUCATION

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**Graduate School of Arts& Science, Columbia University, New York City, USA** **Sep 2017- Present**

*Master of Arts in Economics*

**Business School, Nanjing University, Nanjing, China** **Sep 2013-June 2017**

*Bachelor of Management Major in Business Administration*

Rank: **Top 1** in department, GPA (5.0 Scale): 4.57 overall

### Scholarships & Awards:

Outstanding Student Award, Nanjing University (Top 5% in school) Nov 2015

First Prize of People's Scholarship (Top 5% in school) Nov 2015

Excellent Graduation Thesis June 2017

**University of California Los Angeles, CA, US** **Jun 2016- Sep 2016**

Advanced Statistics& Quantitative Methods Grade: A

**Faculty of Business and Economics, The University of Hong Kong, Hong Kong** **Sep 2015-Dec 2015**

GPA (4.0 Scale): 3.85 overall

### Scholarships & Awards:

Fung Scholarship Sep 2015

## WORK EXPERIENCE

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**Delphi Packard Electrical System Co., Ltd., Shanghai, China** **July 2016 - Sep 2016**

*Financial Analyst Intern, Finance Department*

- Rotated in marketing, sales, and finance departments. Investigated existing business models, researched and proposed new business opportunities by analyzing customer segmentation and profitability.
- Built a DCF financial model and conducted sensitivity analysis to analyze a build-in-house or outsource project. Presented proposals to senior management and recommendations were adopted.

**Finance Bureau of Pizhou Economic Development Zone, Pizhou, China** **Jan 2016-Feb 2016**

*Financial Analyst Intern, Finance Department*

- Conducted analysis on economics & fiscal policies: tax and regulation changes, and the impact of policies changes on local enterprises.
- Analyzed the implementation of micro-financing and SME lending programs in regions. Evaluated micro-financing and SME lending as essential tools in stimulating entrepreneurial activities.

**Bank of China, Xuzhou, China** **Aug 2015-Sep 2015**

*Financial Leadership Trainee, Corporate Business Department*

- Reviewed and analyzed credit and financial information using public information and company furnished financials. Assisted with credit evaluations and credit proposals. Utilized Credit Risk Management System to conduct credit-behavior scoring, fraud analysis, and early investigation analysis.
- Participated as a key member in providing financial solutions for two local SMEs. Assessed SME lending market, competition, and regulatory environment. Analyzed corporations' operation, profitability, short-term, and long-term solvency and assisted with writing corporate rating reports.

**Bureau of Statistics, Pizhou, China** **July 2015-Aug 2015**

*Statistician Intern, National Economics Office*

- Analyzed the Gini coefficient under various taxation policy and social welfare. Made new proposals to reduce inequality.

- Used statistics methods to analyze low income group to estimate poverty rate; analyzed the impact of financial depth on income inequality in different regions; studied the Kuznets' Effect between financial depth and income inequity.

**Citibank, Beijing, China**

**Jan 2015-Feb 2015**

*Team Leader, Global Young Talent Program*

- Evaluated financial objectives of clients and provided financial advisory to recommend customized investment products to help clients achieve their specific financial goals.
- Organized financial product training sessions for summer interns, gained profound understanding, and provided constructive suggestions to new financial products based on clients' preferences.

**KOSTAL-Huayang Automotive Electric Co., Ltd., Shanghai, China**

**Jul 2014-Aug 2014**

*Summer Intern, Finance Department*

- Led segmentation analysis for automobile rental market, proposed competitive pricing matrix, built pricing model of automobile rental services, and proposed restructured pricing model.
- Analyzed various kinds of marketing promotions such as discounts, rebates, bundles, etc.; conducted financial analysis and pricing sensitivity analysis; utilized analysis results for future promotion evaluation.

**Zhongtai Securities, Shanghai, China**

**Jan 2014-Feb 2014**

*Intern, Macroeconomic Strategy Group of Research Institute*

- Analyzed macroeconomic trends, central bank policies, and main macroeconomic trends. Provided reports on equity investments including global asset allocation. Exploited various databases including Bloomberg to collect data.

## **EXCURRICULAR EXPERIENCE**

**Vice President, Overseas Development Communication Association, NJU**

**Feb 2016- Present**

- Designed and implemented Business Practical Learning Program, which connected B-school students with local enterprises and provide opportunities for students to learn through action.
- Led Overseas Graduate Mentor Team, including connecting with overseas alumni, organizing career development events, initiating network activities, and establishing mentoring program. Recruited 60+ mentors and benefited 1000+ students in my university.

**Team Leader, National Final Competition, KPMG 13<sup>th</sup> Case Analysis**

**Apr 2016**

- Set up effective goals, assigned tasks, provided guidance, and motivated team members to achieve excellence as a team. Developed business plans, conducted financial analysis, and developed business strategy. Led the team to win Outstanding Award in National Final Competition.
- Conducted financial analysis, marketing analysis and competitive analysis; wrote business plan and made final presentation.

**Project Leader, Students' Association Union, Nanjing University**

**Sep 2013- Sep 2014**

- Worked with various student associations in Nanjing University in project planning, process management, and optimization. Designed and implemented innovative activities to improve satisfaction rate of student activities by 35%.

## **ADDITIONAL**

- Proficient in Stata, Scilab, C++, Eviews. Excellent quantitative and analytical abilities.
- Volunteer organizer for children education in mountain and poverty regions. Outstanding Volunteer in 2014 Youth Olympics.
- Hobbies: Long-running, Cello, Traveling, Photography, Dance, Card Games