

# 祝婉莹

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## 教育背景

- 香港大学** **会计硕士学位** **香港, 中国 2022.09-2024.07**  
主修课程: 财务会计、管理会计、会计数据及分析、高级财务会计、税法、商业法律和道德环境、审计和企业服务
- 蒙纳士大学** **金融学士学位** **墨尔本, 澳大利亚 2018.10-2021.10**  
主修课程: 投资分析与投资管理, 计量经济学, 统计学, 衍生品, 宏/微观经济学, 公司金融, 会计学

## 实习经历

- 北京快手科技有限公司** **商业分析实习生** **北京, 2023.06-2024.03**
- 经营分析:** 完成 23 年品牌渠道政策复盘, 从代理商、客户、产品资源等维度进行分析, 识别 23 年品牌渠道政策的问题, 并完成招商项目售卖问题、品牌代理商吐点问题的分析, 提出整包返点方案及代理商客保机制, 推动业务优化, 并协助完成 24 年政策的制定; 定期监控经营数据, 结合外部反馈完成数据异动分析, 识别招商项目供应的问题, 协助业务改进; 完成全年返点预算测算, 与财务协同处理政策工作的 bad cases
  - 专题研究:** 完成引流电商业务的全面分析, 从行业预算、业务价值、竞对业务的发展策略和经营情况等角度进行分析, 识别业务现存问题并提出优化方案; 调研品牌代理商的能力情况, 梳理代理商能力图谱, 分析非节点淡季品牌产品资源的售卖, 挖掘 24 年业务的增量方向; 完成大众消费品行业的品牌广告预算测算, 提出业务发展的机会点
  - 数据建设:** 使用 SQL 和 Power BI 完成数据抓取、分析及可视化处理, 完成品牌渠道数据体系从 0-1 的梳理, 并搭建品牌渠道经分看板及品牌渠道新客看板
- 深圳前海华杉投资管理有限公司** **投资研究实习生** **深圳, 2023.02-2023.05**
- 行业及公司研究:** 完成民营医院、中药标的投资分析研究, 扫描细分赛道竞争格局, 研究标的的业务内容、技术壁垒、产业链情况及标的的财务分析, 完成标的的估值, 结合资本市场动向挖掘投资机会点, 产出 1.5 万字的投资分析报告; 完成专家访谈和路演会, 快速产出双语会议纪要
  - 宏观研究:** 追踪政策变化, 市场行情、行业情况, 整合医药医疗行业周度市场热点和投资动向, 挖掘医药行业内潜在标的, 并完成标的的财务及业务信息梳理, 协助挖掘投资机会
- 中信证券股份有限公司** **消费行业研究实习生** **上海, 2022.07-2022.12**
- 行业及公司研究:** 分析博彩行业状况及标的公司概况、竞争优势并进行财务分析和股价估值, 独立产出约 2 万字博彩企业首次覆盖报告; 完成餐饮行业产业链的业务分析及企业财务分析, 协助团队完成新股定价报告; 完成咖啡行业报告撰写, 整理分析咖啡行业的发展沿革、竞争格局、发展趋势及头部企业的业务、财务数据并可视化
  - 市场追踪:** 搭建标的的经营数据及市场投资动态数据库; 定期整理餐饮行业趋势以及龙头企业的经营动态, 完成多个标的的餐饮公司的财务及业务数据的整理分析, 并完成前瞻点评及各标的的经营数据更新
- 申万宏源证券承销保荐有限责任公司** **投行股权承做实习生** **深圳, 2022.01-2022.07**
- 电气设备行业 IPO 项目:** 完成案例及行业信息整理, 财务数据计算, 并完成 2 道业务及财务问询作答; 更新招股书的财务数据及业务信息, 完成底稿编制, 核实科目间勾稽关系及准确性; 完成访谈及收发询证函, 资金流水核查
  - 行业及公司研究:** 撰写每月建材行业的双周报, 独立撰写某移动制冷设备制造公司的投资分析报告, 完成行业动态、政策变动、以及标的的经营状况和业务情况的研究分析
  - 可转债项目:** 完成保荐工作报告的草拟, 募集资金报告、专项核查意见等重要文件的复核
  - 尽职调查:** 完成多个项目的业务及财务尽职调查并产出尽调报告, 用作项目前期资料参考
- 毕马威企业咨询有限公司** **税务咨询实习生** **深圳, 2021.04-2021.06**
- 企业税组项目:** 完成底稿抽凭及编制, 并与相关机构确认政策口径, 协助清缴汇算, 纳税申报等财务结算的工作
  - 税务咨询:** 参与某公司融资相关的税务咨询项目, 搜集税收政策并整理财务数据及股权架构, 完成 PPT 撰写及翻译
  - 尽职调查:** 对 10 余家标的的公司进行桌面研究和财务分析, 并产出尽调报告, 获得经理的高分评价

## 项目经历

- Practera 教育咨询项目** **项目组长** **墨尔本, 澳大利亚, 2020.01-2020.02**
- 项目定位分析:** 扫描澳大利亚 5 个行业, 从市场定位、业务定位及财务信息等角度分析 20+ 企业, 整理潜在合作名单及合作发力点; 完成 PEST 和 SWOT 分析, 针对澳大利亚教辅行业的运营模式, 企业需求和项目特点的分析, 提出改变运营渠道的新思路, 提出以科技企业为 TA 的策略
  - 项目成果:** 方案获得客户的认可, 作为咨询顾问协助公司完成项目落地, 成功对接 25 家企业与墨尔本当地所有高校在平台进行线上实习项目的合作

## 技能特长

- 数据能力:** SQL, 数据库 (Wind, Choice, Euromonitor), SPSS, STATA, Excel (Vlookup, 财务函数), Think-cell
- 社交素质:** 在校担任社团会长, 善于社交及沟通, 性格外向, 抗压能力强, 热爱音乐、摄影及阅读
- 语言技能:** 英语 (雅思 7.0), 普通话 (母语), 粤语 (母语)

# ZHU Wanying

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## Education background

The University of Hong Kong Master of Accounting Hong Kong, 2022.09-2024.07

Monash University Bachelor of Commerce Melbourne, Australia, 2018.10-2021.10

## Internships

Kuaishou Technology Business Analyst Intern Beijing, 2023.06-2024.03

- Operation analysis:** Completed policy review, optimised the sales issues of investment projects and brand agent rebate issues; Monitored operating data, combined with external feedback to analyse data anomalies, and solved the issues of investment projects supply; Completed the annual budget estimates, and solved bad cases in policy work.
- Business analysis:** Completed a comprehensive analysis of e-commerce business, analysed from the perspective of industry budget, business value, development strategy and operation of competitor, identified existing problems in the business and put forward optimisation plans; Sorted out the agent's ability mapping, and analysed the sale of branded product resources in off-season, digging out the direction of incremental growth of the business; Complete the estimation of the brand advertising budget for the consumer goods industry and put forward proposals.
- Data construction:** Used Power BI and SQL to analyse and visualize data; independently built data dashboards.

Qianhaihuashan Capital Investment Analyst Intern Shenzhen, 2023.02-2023.05

- Company research:** Completed the research of private hospitals and Chinese medicine companies; tracked the competition of industries, analysed the business and financial situation of the companies, and completed the valuation of the companies, and conducted company and industry research reports independently.
- Market tracking:** Tracked changes of policy and capital market, dig out the financial and business information of potential targets in the pharmaceutical industry, and assisted in exploring investment opportunities.

CITIC Securities Research Consumer Industry Research Intern Shanghai, 2022.07-2022.12

- Industry and company research:** Conducted business and financial analysis of the gaming company and catering company; Collated and analysed the coffee industry's development history, competitive landscape, development trends and headline companies' business and financial data and visualize them.
- Market tracking:** Used Excel to complete financial and business analysis of catering companies, updated industry trends and business information of leading companies, completed forward-looking review of many companies.

Shenwanhongyuan Securities Investment Banking Department Intern Shenzhen, 2022.01-2022.07

- Electrical equipment IPO project:** Completed industry information collation and financial data calculation, independently completed 2 business and financial inquiries; Completed the financial and business parts of the prospectus; Verified the relationship between the accounting accounts and the accuracy of the data.
- Industry and company research:** Completed research and analysis on industry trend, policy changes, and the target companies' operating conditions, conducted reports on building materials industry and investment analysis report on a mobile refrigeration equipment manufacturing company.
- Convertible bond project:** Completed the drafting of the sponsorship report, fund-raising report, special verification opinions and other important documents review.
- Due diligence:** Assisted in completing business and financial due diligence and conduct reports.

KPMG Tax Advisory Intern Shenzhen, 2021.04-2021.06

- Corporate tax project:** Confirmed policies with relevant organizations, and assisted in clearing and remittance of accounts, tax returns and other financial closure work.
- Tax Consulting:** Participated in a tax consulting project related to company's financing, collected tax policies and organized financial data and shareholders' structure, and completed slides writing and translation.
- Due Diligence:** Conducted desktop research and financial analysis on more than 10 target companies, and produced due diligence reports that received high marks from the manager.

## Program experiences

Practera Education Consulting Program Project Leader Melbourne, Australia, 2020.01-2020.02

- Mapping:** Analyzed five industry's business and financial information, and compiled a list of potential companies.
- Internal and external analysis:** Used PEST analysis to propose a new way to implement online program, and used SWOT analysis to propose a strategy that focuses on technology companies.
- Supporting work:** Completed report writing and presentation, interviewed clients, and put forward suggestions.

## Skills and personalities

**Data Skills:** SQL, Database (Wind, Choice, Euromonitor), Think-cell, Excel (VLOOKUP, Financial Functions), SPSS, STATA

**Personal Qualities:** Good at communication, strong stress resistance, love music and photography

**Language Skills:** English (IELTS 7.0), Cantonese