

YUXI (JOCELYN) LIU

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PROFESSIONAL EXPERIENCE

CMP

Business Consultant

New York, NY

2019 - 2023

CMP is a nonprofit with a mission to promote economic self-sufficiency for the underserved communities through empowerment of entrepreneurship and career advancement. A New York State Empire State Development Entrepreneurship Assistance Center.

- Advised 1,000+ small businesses, providing hands-on 1:1 business counseling, financial and technical assistance, capacity building, Minority and Women-Owned Business Enterprise (M/WBE) certificates application, and value-added solutions
- Oversaw community outreach by partnering with SBA, NYC Small Business Services, Community Development Financial Institutions, private companies, and community organizations - delivered 30+ workshops and 180 hours of Entrepreneurship trainings
- Counseled 100+ small businesses obtaining \$5 Million COVID-19 Small Business Recovery grants and recovery reliefs
- Collaborated with 5 multiple organizations, conducted a Covid-19 Small Business Impact Survey - analyzed 100+ small business data, presented results with a 10-page strategic action plan to board members and policy makers
- Tracked business successes in identifying and modeling success – wrote case studies and testimonials for presentation to executives and donors, resulting in 20% additional funding for future programs

Independent Consultant

Self-employed

New York, NY

2019 - 2020

- Spearheaded emerging Chinese small and medium enterprises in their overseas and cross-border e-Commerce strategies focused on digital marketing and business development, resulting in 200% YoY growth for business in the US market
- Facilitated cross-cultural understanding and built an impactful community of 100+ business owners, lawyers, accountants and financial advisors interested in US-China businesses. Advised Chinese clients to understand U.S. credit system, entity formation, marketing strategies and immigration issues

Huae Capital

Senior Manager

Beijing, China

2013 - 2016

- Fundraised for a \$100M TMT, Biotech private equity fund from commercial banks, trusts, funds of funds, and high-net-worth individual investors by establishing strategic partnerships
- Identified 100+ investment opportunities by researching industry data, conducting interviews, and communicating with financial analysts; tracked prospective investor pipeline from initial screening to the investment stage
- Led a 3-member deal team in the Due Diligence process for 18 projects, functioning as a primary liaison for third-party partners; coordinated various workstreams with internal management, investment bankers, financial institutions, legal and compliance

China Life Insurance Company

Senior Associate - Headquarters

Beijing, China

2010 - 2013

- Developed and formulated customer experience strategies that align with corporate, brand, and financial objectives by conducting needs assessments, performance reviews, capacity planning, and cost/benefit analysis in 36 branches nationwide
- Led a cross functional team to train 2,000+ call center representatives, optimizing and improving satisfaction rate from 94% to 98%
- Planned and implemented 25 valued-added events for 200+ VIP customers; delivered three annual “Customer Experience Day” by strategic partnerships and sponsorships; negotiated 30+ vendor contractors to generate 25% cost savings

LEADERSHIP AND VOLUNTEERS

International House NY

Resident Leaders Fellow

New York, NY

2017 - 2022

- Managed a team of 15 volunteers from diverse academic and cultural backgrounds. Designed, planned and implemented large-scale cultural events and monthly DEI themed programs by engaging 700+ participants from 100+ countries
- Established donor and alumni relations; identified corporate/university sponsorships for funding and logistics of events

Association of Conflict Resolution – Greater New York Chapter

Annual Conference Campus Co-chair

New York, NY

2019

- Liaised with conference committee, collecting conference proposals and promoting marketing materials to the universities
- Researched and presented a M&A integration project as a conference speaker at the annual conference to 300+ people

EDUCATION

Columbia University, *M.S. in Negotiation and Conflict Resolution*

The University of Hong Kong, *Postgraduate Diploma in Finance and Portfolio Management*

ADDITIONAL INFORMATION

Languages: Mandarin (Native), English (Fluent)

Awards: Davis Project for Peace Prize, 2022; International House NY Resident Leadership Award 2018, 2019 & 2020; Youth Entrepreneurship Sustainability Award 2011; “Women in Leadership” Challenge on National TV – Top 3, 2010.

Interests: International travel, Standup Comedy, Wellness, Storytelling, Outdoors, Cooking (Chinese Cuisine)