

# 李佳彧

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## 教育经历

- 香港大学** —— 硕士 全球管理专业 2023.09 — 2024.11  
荣誉: 香港大学全球管理硕士奖学金
- 英属哥伦比亚大学 (UBC)** —— 学士 国际经济专业, 辅修心理学 2019.09 — 2023.06  
成绩: GPA: 3.9/4.33  
荣誉: 英属哥伦比亚大学 2020 年度荣誉学生

## 实习经历

- 阿里巴巴集团** —— 消费者心理研究实习生 2022.05 — 2022.06
- 收集和统计京东、拼多多、抖音等同行电商平台在电商购物节期间的促销活动内容、宣传方案, 对每日活动数据和销售情况进行实时跟踪, 对各大类产品销量和增速进行统计分析。
  - 对不同活动内容和宣传方式下的消费者下单情况、商品关注度、各省市间购买力差异等进行对比研究分析;
  - 并对同类商品在不同电商间的销量差异进行对比研究, 分析消费者的购买倾向和活动间的关联关系;
  - 以市场消费者研究为重点方向, 设计消费者调查问卷进行数据收集, 掌握消费者购买心理。
- 中国银行** —— 实习生 2019.07 — 2019.08
- 识别现场客户业务办理种类, 进行业务分流, 引导客户至各业务专区办理, 协助领导维持大堂秩序, 提高办事效率, 有效降低客户等待时间;
  - 为客户提供业务咨询服务, 帮助客户了解业务办理流程, 通过耐心的人与人沟通, 调解客户情绪, 化解矛盾;
  - 帮助支行收集市场和客户信息, 协助客户经理拓展重点客户资源, 促进业务合作落地。
- 华夏旅行社** —— 国际导游实习生 2018.07 — 2018.08
- 协助领队安排和设计国际游客的旅游路线, 协调联系当地酒店、餐饮安排团员全程的食宿工作;
  - 凭借流利的英语和法语沟通交流能力, 负责国际游客的全程翻译工作和景点的双语介绍工作。

## 学术及项目经历

- 清华大学心理研究团队** —— 助理研究员 2024.03 — 至今
- 负责文献收集与整理, 论文的英文语法校对, 科研项目的撰写与综述。
- 社交媒体传播效能研究** —— 教授助理 2021.09 — 2022.10
- 作为教授助理, 全程参与 UBC 学校教授团队关于《社交媒体传播效能研究》的项目课题研究, 并协助编写论文;
  - 负责收集 933 位美国大学教授的社交媒体账号, 公开信息样本分析并建立全面的社交属性等信息数据库, 组织团队对相应数据样本进行归类分析, 并建立社交媒体信息与其传播效能的相关分析;
  - 负责对调研对象设计调查问卷, 组织团队对 785 位大学教授进行问卷调查, 持续跟踪调研反馈, 并进行归纳整理, 将数据库的汇总反馈数据和调研结论整理成分析报告汇总给教授团队, 最终协助完成课题研究和论文发表。
- 房地产行业市场波动因素研究** —— 项目组组长 2023.01 — 2023.05
- 统计分析中国各省 2012-2016 年间月度平均房价数据, 与各省市同时期当地经济建设招商引资的体量和数量;
  - 组织团队成员建立了超过 1000 个数据样本, 并对各省市房价与经济体量数据建立数据分析模型, 运用 Stata 经济模型进行数据分析, 并得出关联结论; 证明房价与当地经济建设招商引资的体量和数量有较大的关联。
- 心理学课程** 2019.09 — 2023.05
- 辅修了心理学专业课程, 包括生物和认知心理学导论, 发展、社会、人格和临床心理学导论, 文化心理学, 社会心理学, 人格心理学, 社会心理学、发展心理学等专业课程, 并且获得综合成绩 A。
  - 参与了人格心理学和临床心理学的热点研究及媒体对心理科学前沿性研究等课题, 对心理学的认知进一步加强, 可以在工作中灵活运用心理学专业知识进行人际沟通, 加强团队合作能力。

## 技能及特长

- 计算机:** 擅长运用 Stata 和 Microsoft Office 等办公软件。
- 语言:** 可以熟练运用英语、法语 (具有 DALF C1 证书) 胜任工作交流、西班牙语日常沟通。
- 特长:** 擅长钢琴、吉他、单双板滑雪、游泳、羽毛球。

# Jiayu Li

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## Education

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University of Hong Kong — Master's degree in Global Management	2023.09 — 2024.11
Achievement: Global Management Master's scholarship	
University of British Columbia (UBC) — Bachelor's degree in International Economics with a minor in Psychology	2019.09 — 2023.06
GPA: 3.9/4.33	
Achievement: UBC Dean's list	

## Internship Experience

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Alibaba Group — Consumer analyst Intern	2022.05 — 2022.06
<ul style="list-style-type: none"><li>● Collected and compiled promotional activities and marketing plans of competing e-commerce platforms such as JD, Pinduoduo, and Douyin during 618. Tracked real-time consumer behavior and sales data and conducted statistical analysis of product sales and growth rates by category.</li><li>● Conducted comparative research and analysis on consumer ordering behavior, product engagement, and purchasing power differences among different activities and promotional methods.</li><li>● Analyzed sales differences of similar products among different e-commerce platforms and examined consumer purchasing tendencies and the relationship between activities.</li><li>● Designed consumer survey questionnaires to collect data and understand consumer buying behavior, with a focus on market consumer research.</li></ul>	
Bank of China — Intern	2019.07 — 2019.08
<ul style="list-style-type: none"><li>● Learned various types of customer transactions, assisted customers to respective service areas, improved operational efficiency by reducing customer waiting time.</li><li>● Engaged in patient customer communications and resolving conflicts.</li><li>● Assisted with customer information collection.</li></ul>	
Huaxia Travel Agency — International guide Intern	2018.07 — 2018.08
<ul style="list-style-type: none"><li>● Assisted tour leaders in arranging and designing travel itineraries for international tourists.</li><li>● Communicated and translated in English and French with international tourists.</li></ul>	

## Academic and Project Experience

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Tsinghua University's Psychology research team — Research Assistant	2024.03 — Now
<ul style="list-style-type: none"><li>● Responsible for literature collection and organization, proofreading papers before publishing and writing literature reviews.</li></ul>	
The effects of Virtual signals research (UBC) — Research Assistant	2021.09 — 2022.10
<ul style="list-style-type: none"><li>● Assisted professor throughout an economic academic paper "Do Virtue Signals Signal Virtue?".</li><li>● Collected data on 301 groups of public figures and 933 individual figures, quality checked data and classified figures according to their social media stances.</li><li>● Helped build a contact list to distribute a survey.</li><li>● Closely followed research protocols and interacted with teammates to solve issues.</li></ul>	
Real Estate Market Fluctuation Factors Research — Team leader	2023.01 — 2023.05
<ul style="list-style-type: none"><li>● Analyzed monthly average housing price data for every province in China from 2012-2016, along with local economic factors and housing prices during the same period.</li><li>● Established a sample database and analyzed data using an econometric model in Stata to examine the relationship between housing prices and local economic factors.</li></ul>	
Psychology Courses	2019.09 — 2023.05
<ul style="list-style-type: none"><li>● Graduated with a psychology minor taking courses and achieved an overall grade of A. Such knowledge is applicable in interpersonal communication and teamwork skills.</li></ul>	

## Skills

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**Computer:** Proficient in using Stata and Microsoft Office software.  
**Languages:** Fluent in **English** and **French** (DALF C1 certified) and beginner in **Spanish**.  
**Hobbies:** Piano, guitar, skiing, snowboarding, swimming, badminton.