

Abc DEF

Mobile: 86-1312311234 Email: abcdef@outlook.com

PERSONAL SUMMARY

Highly motivated and diligent individual with a strong interest in Finance and Management. Completed an MSc in Finance and Management at the University College London, gaining proficiency in Investment Analysis, International Financial Management, and more. Conducted research on 'Factors Influencing Consumer Behaviour in E-commerce in the Context of Covid-19', utilising S-O-R theory and perceived usefulness theory, resulting in valuable recommendations. Skilled in financial analysis, investment evaluation, and tax management, with a proven track record of exceptional performance in financial and accounting roles.

EDUCATION & COURSES

09/2021-11/2022	<i>MSc Finance and Management</i> University College London	Graduate with Merit
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Modules include: Investment Analysis, Fundamentals of Financial Management, International Financial Management, Domestic and International Portfolio Management, Principles of International Business.

09/2016-06/2020	<i>BSc Financial Management</i> University College London	GPA: 3.5/4.0
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Modules include: Financial Management Cases Analysis, Entrepreneurial Financial Planning, Principles of Economics, Tax Law, Financial Analysis, Statistic Theory, Principles of Accounting, Introduction to E-Commerce.

- University-Level Third-Class Scholarship of 12/2017.

THESES

Postgraduate: *Factors Influencing Consumer Behaviour in E-commerce in the Context of Covid-19.*

- Utilised S-O-R theory and perceived usefulness theory. Investigated influential factors on e-commerce consumers' behaviour during the pandemic. Employed questionnaires and SPSS data analysis.
- Identified different effects of the factors on consumption behaviour. Classified variables into antecedent, intermediate, and outcome categories. Derived conclusions and provided valid recommendations.

Undergraduate: *Changing Audit Methods in the Context of Big Data.*

- Examined the audit process stages, methods, auditors, and costs during the implementation of blockchain and cloud computing technologies.
- Identified advantages and disadvantages of big data technologies and provided effective recommendations for improvement.

WORK EXPERIENCE

02/2021-06/2021	Financial & Accounting Intern, Beijing XX Company
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- Processed VAT certification, managed invoice purchases, prepared accurate tax declarations, diligently conducted tax readings, and handled remittances with precision, ensuring compliance with tax regulations.
- Devised a comprehensive office supplies plan, showcasing attention to detail and presenting it to the leadership for approval, successfully optimising the procurement process.
- Conducted monthly reconciliation of accounts receivable, meticulously reviewing financial records, and promptly liaised with sales representatives to request settlement from customers, fostering smooth financial transactions.

POSITIONS OF RESPONSIBILITY

- **Director of Ballroom Dancing Society:** Created the ballroom dancing society, was responsible for organising regular training and performance and society publicity.
- **UN Volunteer:** Acted as an online speaker to bridge the gap between sustainable and resilient recovery from COVID-19, developed perspectives for green recovery, poverty reduction, and COVID-19.

OTHER SKILLS & ACHIEVEMENTS

Achievements:

- Outstanding Minister, Activity Department in the Student Union of 05/2018.
- Excellent Student Leader of 12/2017.

Research Skills:

- **Financial Analysis and Investment Evaluation:** Proficient in conducting thorough financial analysis and investment evaluations, utilising various financial metrics and tools to assess the performance and potential of investment opportunities. Skilled in analysing financial statements, cash flow patterns, and market trends to make informed investment decisions.
- **Consumer Behaviour Research:** Knowledgeable in employing theoretical frameworks like S-O-R theory and perceived usefulness theory to investigate and understand consumer behaviour in the context of e-commerce, particularly during the Covid-19 pandemic. Proficient in designing and administering questionnaires to gather consumer insights and preferences.
- **Financial Management and Taxation:** Well-versed in financial management principles, including financial planning, portfolio management, and domestic and international financial management. Knowledgeable in tax law and adept at preparing accurate tax declarations and conducting tax readings, ensuring compliance with tax regulations.
- **Organisational and Project Management:** Demonstrated strong organisational skills through successfully coordinating and executing various events and programmes as the Director of the Activities Department for the Federation of Student Association. Capable of managing multiple tasks and projects simultaneously, ensuring smooth coordination and timely completion.

IT: MS Office (National Computer Rank Examination Level 2).

Languages: Chinese (native, PSC Level 1 Grade A), English (proficient, IELTS 7.5).

Hobbies: Vocal music, Piano (Amateur Level 10).

READING LIST

- Bandy, Gary. *Financial Management and Accounting in the Public Sector*. Routledge, 2023.
- Christoffersen, Peter. *Elements of Financial Risk Management*. Academic press, 2011.
- Bojadziev, George, and Maria Bojadziev. *Fuzzy Logic for Business, Finance, and Management*. Vol. 23. World Scientific, 2007.

REFERENCES

Available on request