

Zhang, Xinyue

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EDUCATION BACKGROUND

University of Cincinnati (UC), US

Aug. 2024 – Jun. 2026

- ◆ **School:** Carl H. Lindner College of Business
- ◆ **Degree:** Bachelor of Science in Business Administration (Dual Degree Programme with Beijing Jiaotong University)
- ◆ GPA: 3.72/4.00
- ◆ Modules in Final Year: Business Finance, Marketing Research, Consumer Behavior, Advertising Management, Intermediate Composition for International students, Business Strategy

Beijing Jiaotong University (BJTU), China

Sep. 2022 – Jun. 2024

- ◆ **School:** School of Economics and Management
- ◆ **Degree:** Bachelor of Management in Business Administration (Dual Degree Programme with University of Cincinnati)
- ◆ GPA: 3.07/4.00; Average: 81/100

AWARDS & HONOURS

Dean's List - University of Cincinnati

May. 2025

Dean's List - University of Cincinnati

Jan. 2025

Second-class 'Siyuan Zhiyuan' Scholarship - Beijing Jiaotong University

Nov. 2024

Outstanding Youth League Cadre (2022-2023) - Beijing Jiaotong University

Jun. 2023

RESEARCH EXPERIENCES

Global Management Challenge(GMC) | Group Production Manager

Jun. 2024 – Jul. 2024

- ◆ Optimized project efficiency by integrating cross-module feedback, balancing risks, and aligning marketing-finance efforts for better resource allocation;
- ◆ Led data-driven decision-making in production optimization, capacity forecasting, and cost control. Developed an Excel-based simulation tool with the team, enabling agile responses to quarterly data changes;
- ◆ Took the initiative to propose the introduction of a multi-cycle rolling calculation mechanism. By analyzing inventory fluctuations and sales elasticity, put forward solutions to address the supply-demand imbalance caused by conservative ordering;
- ◆ Eventually, the stock price of this group soared to the top among all teams in the simulated environment.

EXTRA-CURRICULAR WORK EXPERIENCES

Media Operations Department, BJTU | Student Director

Sep. 2023 – Jun. 2024

- ◆ Supervised and managed the students of the Media Operations Department, organized regular meetings;
- ◆ Oversaw the operation of the school's video channel and live streaming (from planning to on-site execution), led content planning and management for the video channel;
- ◆ Collaborated with heads of other departments to execute live broadcasts for multiple major school events.

Communist Youth League Branch, BJTU | Class Secretary

Sep. 2022 – Jun. 2023

- ◆ Responsible for organising league branch activities, staff information sorting, conveying campus requirements, scholarship evaluation, etc.
- ◆ Planned and executed diverse events—ideological education programs, volunteer services, and on-campus campaigns;
- ◆ Improved managerial skills and coordinative ability.

China Volunteer Service | Volunteer

Sep. 2022 – Jun.2023

- ◆ Participated in the activity “Benefiting Children, Chasing Dreams, Rural Revitalization”
- ◆ Completed the Primary First Aid Training
- ◆ Assisted the College Student Career Planning Guidance
- ◆ Assisted Middle School Students with Social Surveys
- ◆ Accumulated Volunteer Service: 25 hours

ADDITIONAL INFORMATION

Language *IELTS 7.5(L:8.0 , R:8.5 , S:6.5 , W:6.5)*

Basic Korean

Skills Proficient in Microsoft Office (Word, Excel, and PowerPoint);
 Proficient in Jianying, PR, and other video editing tools;
 Proficient in SPSS;
 Skilled in Canva;
 Basic Web Programming (HTML/CSS Fundamentals);
 Foundational Experience in Social Media Operations (Content Editing, Typesetting, Visual Design, etc.)

Interests Piano; Guzheng; Travelling