



YINGYI ZU

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EDUCATION

Singapore Management University (SMU)

MSc in Wealth Management | Jul 2025 · Jun 2026

Beijing Normal University · Hong Kong Baptist University United International College (China)

BBA (Hons) in Finance · Second Class, Division One | Sep 2016 · Jun 2020

· Summer Exchange Programme at Hong Kong Baptist University (Jul 2017)

EXPERIENCE

Shenshu Electric Appliance Co., Ltd. · Guangzhou, China

Corporate Investment Analyst | Sep 2020 · Present

- Managed a USD \$1M corporate proprietary portfolio across U.S. equities, China A-shares, Hong Kong stocks, and cryptocurrency; delivered 70%+ cumulative return since 2020 via disciplined, rule-based allocation and rebalancing.
- Monitored global macroeconomic trends and policy developments; provided timely insights for investment decisions.
- Executed portfolio adjustments during volatility to reduce emotion-driven decisions.
- Delivered regular performance updates and market briefings to senior management to support corporate financial planning.

Mountain Journey Homestay · Zhaoqing, China

Founder | Feb 2019 · Present

- Founded and operate a boutique homestay listed on Airbnb, Tujia, and Ant (Alipay).
- Achieved 100% ROI in 24 months; maintained 4.96/5 rating and Superhost status.
- Implemented digital booking tools and dashboards to track client feedback and operations; led guest-lifecycle management and client engagement.

Ernst & Young (China) Consulting · Guangzhou, China

Business Consulting Intern | Aug 2024 · Dec 2024

- Performed policy benchmarking of 2000-2024 aviation regulations and global airline digital-transformation practices; produced insights that informed client recommendations.
- Designed scenario-based solutions for smart parks, integrating operational and sustainability needs.
- Conducted stakeholder interviews and airport site surveys; synthesized findings into actionable insights.
- Co-authored client deliverables (presentations, meeting minutes, proposal drafts) with consultants, improving clarity and impact.

Founder Securities · Guangzhou, China

Investment Advisor Assistant (Intern) | Jun 2020 · Sep 2020

- Conducted macroeconomic and sector analyses (Technology, Healthcare, Consumer Staples) to evaluate growth opportunities.
- Synthesized data across market and industry sources into actionable research; authored investment memos and recommendations for advisors.

ADDITIONAL

Skills:

Advanced Excel & PowerPoint; Client presentation

Languages:

English (IELTS 7.0); Mandarin (native); Cantonese (native)

Volunteer Service:

Easin Morocco Volunteer Service · Education support and community development (2017); Ocean Conservation Program by Chuanglian Charitable Society (2017-2018; 14 total hours)

Campus Experience:

One-to-One English / Introduction to Business and Innovation · Academic Counselor (2018-2020)

Work Authorization:

Singapore