# Ivy Ye

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## EDUCATION

**London School of Economics and Political Science**          **London, United Kingdom**
Global Master's in Management | Jun 2023                                          *Distinction*

**University College London**                                         **London, United Kingdom**
Bachelor of Science in Management Science / Jun 2021                    *First-Class Honour*

**Relevant Coursework:** Design, Data-Driven Management, Project Management, Consumer Insight Analysis, Entrepreneurship, Machine Learning, Analytic Statistics, Business Economics, Financial Analysis, Corporate Finance

## PROFESSIONAL EXPERIENCE

**PricewaterhouseCoopers (PwC)**                                              **Shanghai, China**
*Management Consulting Intern*                                          *October 2023 - Present*

**OKLink**                                                                         **Beijing, China**
*Intern User Researcher*                                          *December 2022 – August 2023*
- Identified and analysed market needs in the Web 3.0 and cryptocurrency sectors, driving strategic initiatives
- Collaborated in a 4-member team to optimise mobile UI and design user tracking flows, enhancing user engagement
- Enhanced user experience in tracking flow functions, including trader selection and risk alerts, based on comprehensive research of user needs and market dynamics

**Advent International**                                                                   **Remote**
*Equity Research Fall Analyst*                                    *September 2019 – October 2019*
- Analysed investment opportunity of Heal, a US potential healthcare company with valuation of $136.8MM, by using the 6 T's model to conduct opportunity assessment and develop reports for senior management review
- Conducted research on $96.5BN US digital healthcare market from competitor mapping and key players' benchmark

**Euromoney Institutional Investor PLC**                                      **Shanghai, China**
*Marketing Summer Analyst*                                       *August 2019 – September 2019*
- Developed and implemented advertising strategies across multiple social media platforms including WeChat, Facebook, and Twitter, resulting in a 6% year-over-year sales growth
- Maintained professional relationship with 20+ clients including banks, asset management firms and private equity firms

## LEADERSHIP & EXTRACURRICULAR ACTIVITIES

**Merlin Entertainments**                                             **London, United Kingdom**
*Digital End-To-End Guest Journey Design*                                 *Jan 2023 – April 2023*
- Led a cross-functional team of 6 in designing a digitalised customer loyalty program for Merlin Entertainments, focusing on enhancing customer satisfaction and retention
- Designed and distributed a comprehensive 36-question survey to 190+ customers of LDC Birmingham, with the goal of identifying and understanding key customer pain points
- Performed rigorous data analysis on survey results and proprietary archival observations using descriptive analysis, ANOVA, and data visualisation techniques including word-cloud and customer journey map, effectively identifying trends and key insights
- Managed and oversaw team operations to ensure smooth workflow and high-level efficiency across all project phases

**UCL Business Consulting Projects**                                   **London, United Kingdom**
*Consultant For Multiple Projects*                                    *October 2018 – June 2021*
- Predicted the impact of 3D printing and AI on key players including Johnson & Johnson and Unilever by evaluating the business model, products portfolio and competitive positioning, provided feasible suggestions for management teams
- Leveraged machine learning algorithms including linear regression, regression tree, and neural network to forecast the ratings of new applications and generated feedback for Google Play software developers

## SKILLS & INTERESTS

- **Skills:** Figma, Tableau, Sketch, Nomad, SQL, R-Studio, Python, Quid, SPSS, Proficient in Mandarin and Cantonese
- **Interests:** Travelling (for food), Table tennis, Tennis, Snowboarding, Piano, Drum, Go, Singing
- **Volunteer Service:** *(1)* English teacher in Thailand in July 2018; *(2)* Primary School teacher in Nepal in June 2021