

Lauren (Ruoxuan) HE

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[Ruoxuan \(Lauren\) HE](#) | [LinkedIn](#)

EDUCATIONAL BACKGROUND

London School of Economics and Political Science, UK

09/2023-09/2024

Master's in Management

- **Core Module:** Business Analysis, Managerial Economics, Managerial Finance, Marketing Management

Renmin University of China, China

09/2019-06/2023

Bachelor of Economics Degree, Management of National Economy

- **Overall GPA:** 90/100 (ranking 2/47)
- **Core Module:** Statistics (93/100), International Economics (90/100), Management Control (97/100), Financial Accounting (97/100), Econometrics, Human Resource Management

INTERNSHIP EXPERIENCE

Xingyin Information Technology (Shanghai) Co., Ltd. (Known as *Little Red Book*)

03/2023-06/2023

Monetization Strategy Intern

- Co-produced a report on the data-driven marketing tools Uni-Desk and Click ID, focusing on product positioning, customer value, and collaboration of social media and e-commerce platforms.
- Generated monthly advertisement tracking reports on education, household decoration and luxury goods industries, content including advertising trends, competitor analysis, and top client case studies.
- Devised a luxury cruise live broadcasting strategy, suggesting leveraging the fashionista resources and decentralized UGC of the company's social media product Little Red Book to generate social buzz.

Ocean Engine (Shanghai) Computer Technology Co., Ltd. (Known as *ByteDance*)

11/2022-02/2023

Lark Consulting Intern

- Conducted 10+ industry research and company analyses, recognised target clients' managerial problems and provided management solutions associated with the office SaaS Lark
- Designed a questionnaire in terms of corporate culture, internal communication, and management tools for senior executives of the client company aiming for decentralization, documented key takeaways after result analysis.

Interact Analysis Group Holdings Ltd.

05/2022-10/2022

Market Research Intern

- Sized and forecast the Chinese warehouse automation market using bottom-up analysis in terms of 8 end-use verticals, interviewed 20+ integrators to verify software and hardware shares and revenue distribution by vertical.
- Aligned with colleagues on manufacturing industry output and mobile robots, produced a 60-page report on the Chinese warehouse automation market.

Shanghai Prottime Internet Technology Co., Ltd.

01/2022-04/2022

Marketing Data Operation Assistant

- Extracted consumer behaviour and brand sales from Alibaba database to contribute to the creation of the Chinese soft drink market analysis and 3 client sales monthly reports.
- Performed an in-depth analysis of the Radio Frequency beauty instrument category, culminating in a 26-page report encompassing product pattern and marketing strategies.
- Defined marketing material design requirements aligned with brand DNA for 4 campaigns, implemented 100+ advertising material placement plans on e-commerce platforms and optimized them based on CTR, ROI, and CPM.

EXTRACURRICULAR ACTIVITIES

- **University-Funded Research Project:** conducted research on influencing factors and mechanism of user trust in Robo-Advisor, utilized SPSS and Smart PLS to analyze data collected from interviews and surveys, assessing the causal relationship between hypothetical factors and user trust to refine the trust model.
- **Volunteer Experience:** engaged in teaching support in underserved areas, marathon assistance, nursing home visits, and supply distribution during the lockdowns.

PROFESSIONAL SKILLS & INTERESTS

- **IT Skills:** Microsoft Office (PowerPoint, Excel, Word, Outlook), Figma, SPSS, Smart PLS
- **Language Skills:** English (Proficient), Chinese (Native)
- **Interests:** hiking, jogging, language learning, Japanese novels

Cover Letter

Dear Hiring Manager,

I hope this letter finds you well. I am Lauren (Ruoxuan) HE and currently part of the Master's in Management cohort at LSE. I am writing to express my enthusiasm for the Consulting Analyst – Internship Programme at your institution. As a student with an Economics and Business background, I am eager to contribute diverse experiences to your dynamic consulting team.

Your internship opportunity particularly resonates with me due to its multifaceted nature, encompassing both client projects and expert research. The chance to immerse myself in international projects aligns with my proficiency in English and Chinese, and I am enthusiastic about leveraging this skill to enhance the global scope of your projects.

My academic journey, majoring in Economics, has equipped me with a solid foundation in both scientific and business concepts. I am confident that my coursework, including Statistics, Business Analysis, and International Economics, has prepared me to undertake the responsibilities outlined in your internship description. Furthermore, my experiences at Interact Analysis, Lark, and Little Red Book have honed my analytical and communication skills, essential for interpreting data and collaborating effectively within a diverse team. What sets me apart as an ideal candidate for this role is my proactive mindset, demonstrated through my involvement in Chinese warehouse automation market research. I am not only eager to contribute innovative ideas but also committed to taking the initiative to drive project outcomes.

I am particularly drawn to the comprehensive learning opportunities provided through this internship, such as training in primary and secondary research, pharmacovigilance, and GDPR data protection. The chance to attend industry conferences and be coached by experienced consultants aligns seamlessly with my career aspirations in market research and strategy consulting.

Enclosed with this letter is my resume, which provides additional details about my academic and extracurricular achievements. I am confident that my skills and experiences make me an ideal candidate for the consulting internship at Sector & Segment.

Thank you for considering my application. I look forward to the opportunity to discuss how my background and skills align with the needs of your team.

Best Regards,

Lauren HE