

Junhui Lei

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EDUCATION

Boston College, (BC), Chestnut Hill, MA Aug. 2019 – May 2021

M.S. in Applied Economics GPA: 3.95

Relevant Coursework: Econometrics, Behavioral Economics, Applied Macroeconomic Theory, Big Data Econometrics, Predictive Analytics/Forecasting, Economics of Banking, Public Policy, Private Equity

University of California, (UCD), Davis, CA Sept. 2015 - August 2019

B.A. Dual majors: Economics (specialization in International Macro-finance) and Psychology

Honors: Dean's Honors List, Omicron Delta Epsilon

Tsinghua University, School of Economics and Management, Beijing, China Jan. 2017 – July 2017

Relevant Research: Conducted comparative analysis of U.S. and China Healthcare reforms and worked on 4-month group project strategically analyzing Baidu.

BC RESEARCH

"Marital Status and Probability of Employee Attrition" Jan. 2020 – June 2020

Independent Researcher

Goal: Investigation of workplace attrition

Research: Built a logit model on attrition probability; calculated its marginal effects to explore the interaction between income and marital status on attrition

Findings: Monetary incentives influence divorced employees more than married or single workers

"Macroeconomic Analysis of Alibaba Group's International Commerce Sector" Jan. 2020 – May 2020

Researcher

Goal: Strategy development for Alibaba to maximize revenues based on macroeconomic indicators

Research: Identified 8 economic indicators and their potential impact on the firm; predicted reduction in Alibaba Group's exports to the U.S.

Findings: The majority of economic growth in China was bolstered by domestic consumption; predicted lowest point of economic downturn would be reached in first quarter and improve afterward and that Alibaba.com and AliExpress would benefit from acceleration of digitalization and recovery of domestic consumption

WORK EXPERIENCE

Tartle, Santa Fe, NM

Market Research Intern

Oct. 2020 – Present

- Conducting Macroeconomic analysis of English-speaking countries in Africa to find potential markets and predict profitability
- Conducting demographic market analysis to identify significant Filipino subgroups; develop comprehensive profile of population and cultural traits
- Developing cost-effective strategies to profitably acquire Filipinos with lower revenue potential
- Identifying most popular apps and social influencers used by 13 – 25 age group; determining trends and popular forms of entertainment and news channels for this group

Jobget, Boston, MA

Business Development Intern

Jan. 2020 – May 2020

- Researched more than 50 marketplace companies and selected 13 similar marketplace startups
- Comparatively analyzed growth hacking strategies of startups to evaluate Jobget's ICE Scoreboard
- Proposed possible growth hacking strategies to help companies increase users on both ends

Grant Marketing, Boston, MA

Digital Marketing Intern

Aug. 2019 – Dec. 2019

- Conducted market research on cannabis industry for B2B digital marketing agency group
- Researched 55 distributors, retailers, and manufacturers within New England cannabis market; created contact database for future outreach
- Analyzed new and innovative uses of Cannabidiol (CBD); suggested possible CBD products
- Identified challenges in marketing CBD products; designed strategic plans to address restrictions

UCD, *Economics Tutor*

January 2018 – May 2019

- Led group and individual sessions for 180 students to ensure all students met coursework demands and outcomes

Board of Supervisors, City and County of San Francisco, CA

Legislative Intern

July 2018 – Aug. 2018

- Developed legislative proposals by conducting policy research, identifying issues, analyzing options and proposing resolutions
- Recommended a new business permitting policy based on primary research
- Coordinated policy meetings with city departments and community-based organizations
- Processed and responded to constituent requests and inquiries (in Chinese and English); provided administrative support for day-to-day office operations
- Awarded Certificate of Honor for public recognition and contribution to the Board

CERTIFICATIONS and CONFERENCES

<u>Graduate Certificate in Data Analytics</u> , Boston College	Expected May 2021
<u>Harvard Asia Business Conference 2020: Asia in Action</u> , Boston, MA	March 1, 2020
<u>MIT Sloan Asia Business Conference 2020</u> , Cambridge, MA	February 29, 2020
<u>Certificate in Bloomberg Market Concepts</u> , Bloomberg LP, USA	February 2020
<u>Certificate in Mental Health First Aid</u> , National Council for Behavioral Health, USA	November 2018

EXTRACURRICULAR ACTIVITIES

Graduate Intrapreneurship & Entrepreneurship Association , Boston College	2019 – Present
Ascend Business and Leadership Organization , UC Davis	2018 - 2019
Davis Financial Analysts Society , UC Davis	2018 - 2019
Department of Cultural Exchange, Student Government , Tsinghua	2017
Davis Accounting Society , UC Davis	2015 - 2016

COMPUTER and LANGUAGE SKILLS

Computer: R, Stata, Excel, Tableau, Python, Latex
Language: Mandarin and Cantonese (native), English (primary)