JINNI LI

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EDUCATION

Universitat Oberta de Catalunya (UoC)   **Barcelona, Spain**
Master of Data Science   *Sep 2023 – Jun 2025*

- Relevant courses: Databases & Data Warehousing, Scripting Programming, Programming for Data Science, Networks and Architectures, Advanced Statistics, Data Mining & Fundamentals of Data science.
- Future courses: Machine Learning, Data Visualization, Textual Analysis, Deep Learning, Reinforcement Learning
- Expected Average Grade: 9.25/10 (A)

Zrive School   **Madrid, Spain**
Management Consulting Program   *Apr 2023 – Jun 2023*

- 10-week bootcamp aimed at high-performing students looking to launch their careers in consulting.

ESSEC Business School   **Cergy, France**
Erasmus Exchange   *Feb 2023 – Jun 2023*

- Average Grade (*30 ECTS*):16.3/20 (9.2/10 equivalent grade in UPF)
- Relevant courses: Programming in Python for Business, Web Development, Decision Analytics, CRM & Value Generation, Data Strategy for Organization, Luxury Brand Management, AI for Business & Blockchains Unchained.

Pompeu Fabra University   **Barcelona, Spain**
Bachelor of Business Administration   *Sep 2019 – Jul 2023*

- Average Grade: 7.1/10
- Final Year Dissertation: "Integrating Generative Artificial Intelligence in the Fashion Industry".
- Advanced Quantitative Methods (MQA) courses: Modern Statistical Computing in R, Multivariate Data Analysis, Network, Crowds and Markets (Graph Theory), Programming I, AI for Business & Decision Analytics.
- University Clubs: Barcelona Bridge Marketing (Community Manager), Pompeu Global Analysis (Co-founder) & Pompeu Investment Club (Analyst).

WORK EXPERIENCE

Ipsos Group   **Barcelona, Spain**
Market Research Analyst   *Jul 2023– Present*

- Mainly worked with FMCG clients giving support on strategic and marketing decision-making processes
- Gained valuable experience in market research methodologies and techniques to collect and analyze data for business purposes.
- Took part on several consumer segmentation studies across different countries for a leading multinational snack manufacturer.
- Contributed to product, concept & idea testing projects, dealing with evaluation and feedback processes of innovations.
- Assisted in campaign evaluation and brand-tracking initiatives, analyzing market trends and consumer perceptions to identify opportunities for brand improvement using data analysis and report generation tools.

Bella Aurora Labs   **Barcelona, Spain**
International Online Channel Intern   *Jul 2021– May 2022*

- Participated in the marketplace expansion project for the "Bella Aurora" brand in EMEA, LATAM, and China, including competitor and consumer profile studies, communication with external agencies and product listing creation.
- Helped with Amazon and AliExpress product portfolio management, designing several Amazon brands' stores and product listings across EMEA and LATAM.

ADDITIONAL INFORMATION

Languages: Native in Chinese (Mandarin) and Spanish, Fluent in English and Catalan, and basic level in French.

Computer: Proficient in Microsoft Office, Canva, SPSS & Google Workspace.

Programming: R (high), Python (high), SQL (medium), HTML (basic) & CSS (basic)

Interests: Fashion & Beauty, drawing, painting, digital illustration (Photoshop, SAI).