Simin Yu

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EDUCATION

Columbia University (SIPA), New York, NY Sep 2025 – May 2027 (expected)
MPA, Technology Policy and Innovation (STEM-designated)

The Chinese University of Hong Kong, Shenzhen, China Sep 2021 – Oct 2025
BBA, Marketing and Communication (Top 10% of class)

Awards: 2024 Bain Cup Case Competition, Outstanding Report (35/400) · 2022 S&P Corporate Valuation Challenge, Honorable Mention (13/100) · 2023 L'Oréal Brandstorm, Top 50 (50/1,700+) · Dean's List (AY2023–24)

PROJECTS & LEADERSHIP

SpennX (African cross-border payments startup) New York, NY
GTM Graduate Consultant *Feb 2026 – May 2026*

- Prioritized African markets by transaction volume, customer demand, competition, and regulation (led South Africa analysis). Identified an underserved B2B cross-border payments corridor (Zimbabwe–South Africa) and proposed a go-to-market entry via partnerships with banks and Authorized Foreign Exchange Dealers with Limited Authority (ADLAs), adopted by the client

Bain Cup Case Competition (Taiping Pension) Shenzhen, China
Graduate Consultant | Outstanding Report (35/400) *Apr 2024*

- Sized the senior-living market across institutional, community, and in-home care and benchmarked insurer-run communities, finding undifferentiated offerings, first-mover and service-coverage barriers, and in-home care as the largest untapped segment
- Designed a SERVQUAL survey, buying-decision interviews, and store visits, finding high satisfaction among current residents but very low brand awareness among target seniors, diagnosing awareness and entry barriers, not service quality, as the bottleneck
- Co-developed a three-pronged growth strategy: hotel-style stays with insurance-linked pricing, modular premium services for nearby communities, and aging-in-place home renovation

S&P Corporate Valuation Challenge, Honorable Mention (13/100) Shenzhen, China
Investment Analyst, ExxonMobil *Sep 2022 – Oct 2022*

- Assessed how the Russia–Ukraine conflict, OPEC+ cuts, and the energy transition affect oil and gas supply, demand, and prices. Benchmarked Shell and BP and analyzed ExxonMobil's upstream, downstream, and chemicals segments to identify competitive advantages (scale, vertical integration, low-carbon transition) and risks
- Valued the company using ratios (margins, ROA/ROE, liquidity, leverage), DCF, and trading multiples (P/E, EV/EBITDA)

SZUCHI Angel Private Equity Fund (Taiwan Impact Investing) New York, NY
Graduate Consultant *Jan 2026 – May 2026*

- Applied systems-thinking tools (iceberg model, value chain) to diagnose why older adults are underrepresented in AI longevity training data. Designed a platform connecting companies and older adults with three revenue streams: advertising, data services, and industry reports

Three Chairs Hair Salon (student startup) Shenzhen, China
Marketing Project Team Lead *Mar 2024 – Sep 2024*

- Identified service pain points and differentiation advantages (surveys, customer-journey mapping, SPSS regression). Applied SERVQUAL, the 7Ps, and Servicescape to drive changes in training, performance management, store design, and CRM, raising the 3-month repeat-visit rate by 3 percentage points

Columbia University AI Club New York, NY
Head of Events *Feb 2026 – Oct 2026*

- Cut content production time per piece from 2 days to 1 hour by building an AI-assisted workflow (custom skill, prompt library)
- Evaluated Amazon and Tencent partnership fit and feasibility and planned 5+ events tiered by purpose, averaging 200+ attendees

PROFESSIONAL EXPERIENCE

HSBC Shenzhen, China
Wealth Management Intern *Jul 2023 – Sep 2023*

- Built a regional YoY/MoM/QoQ sales-performance dashboard in Excel (Power Query, VLOOKUP) alongside competitor benchmarking to identify training needs

ByteDance (TikTok Shop) Shenzhen, China
Marketing Intern *Mar 2025 – Jul 2025*

- Analyzed the merchant-onboarding funnel (attendance, group sign-ups, inquiries, conversions) and ROI across 300+ events by region, category, and event type, and recommended reallocating H2 resources toward vertical trade shows, which the team adopted
- Cut event-coordination time by ~11 hours by replacing duplicate handoffs across registration, group setup, and guest coordination with a standardized intake form and real-time, permission-controlled Lark synced blocks

OPPO Shenzhen, China
Media Strategy Intern *May 2024 – Sep 2024*

- Diagnosed a selling-point mismatch from low CTR/CVR and user interviews and recommended repositioning the lead benefit from design to Live Photo, which was approved and executed
- Benchmarked competitors' media budgets and resources and recommended prioritizing reach for entertainment content and conversion for tech verticals, with Bilibili ranking metrics tracked, which were adopted
- Ranked media resources by selling point, budget, and risk, reserving inventory and securing added exposure within compliance limits