

# Coco (Shan) Shen

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• 1930 Ridge Ave, Evanston, IL 60201

## EDUCATION

<b>Northwestern University</b> , Evanston, IL	<b>Dec 2019</b>
Master of Science in Information Technology	3.60/4.0
<b>University of San Diego</b> , San Diego, CA	<b>May 2017</b>
Master of Business Administration & Master of Science in Finance	
<b>Shandong University</b> , Shandong, China	<b>July 2014</b>
Bachelor in Tourism Management	

## EXPERIENCE

<b>PwC</b> , Shenzhen, China	<b>July 2018 - Aug 2018</b>
Advisory Consulting Intern	
<ul style="list-style-type: none"><li>Developed predictive AI machine learning modeling technology such as FM, DNN, XG Boost to enhanced accuracy of identifying clients' insurance policyholders' response and preference</li><li>Optimized predictive modeling solutions for evaluating and anticipated the risk levels of clients' applicants</li><li>Presented models and strategies to clients to improve risk management process in insurance operation</li></ul>	
<b>PwC</b> , Shanghai, China	<b>Aug 2017 - Sept 2017</b>
Assurance Assistant Intern	
<ul style="list-style-type: none"><li>Leveraged industry and technical resources to address potential risks of clients by analyzing macro-economy, related industries, and competitors</li><li>Enforced internal audit functions to further align company strategy and decrease risk factors for clients</li><li>Drafted audit paperwork such as audit strategy, detailed audit plan, profile forms, clients' confirmation, and financial statements calling and casting</li></ul>	
<b>BMW Group</b> , Munich, Germany	<b>Jan 2016</b>
Management Consulting Intern	
<ul style="list-style-type: none"><li>Designed nine marketing strategies and expansion plans for China's motorcycle market for BMW in an international team of six; conducted consumer insights, competitors and Chinese regulation analysis in depth</li><li>Summarized 21 Chinese customer behavior reports by conducting market research, competitor analysis and regulation investigation, and analyzing 100 interviews of dealers, motorcycle enthusiasts and customers</li></ul>	
<b>InterContinental Hotels Group (IHG)</b> , Kunming, China	<b>Mar 2014 - May 2015</b>
Sales Marketing Executive	
<ul style="list-style-type: none"><li>Managed a team of 6 to research the MICE (Meeting, Incentives, Conference, Events) market, analyze statistics, and adjust the price and monthly revenue forecast of meeting and banquet bookings</li><li>Increased 30% in client of hotel bookings through challenging status quo: analyzing cooperation with online travel agencies and corporates, the way consumers react to promotions and new market segmentation</li><li>Managed customer relationship to ensure customer satisfaction and responded to over 1000 customer complaints</li></ul>	

## LEADERSHIP AND PROJECTS

<b>NUvention: Web + Media</b> , Evanston, IL	<b>Jan 2019 - June 2019</b>
Product Manager & Developer	
<ul style="list-style-type: none"><li>Design and develop a travel APP to solve travelers' needs for useful information and authentic experiences</li><li>Conduct dynamic marketing research and analysis to understand audience' needs and improve product features</li></ul>	
<b>Team Leader of MIT Sloan Operations Simulation Competition</b> , San Diego, CA	<b>Apr 2017</b>
<ul style="list-style-type: none"><li>Decreased project costs by 30% and increased efficiency of cash flow using capital budgeting tools like payback period, net present value (NPV) method and the internal rate of return (IRR) method</li></ul>	
<b>Lutheran Social Services of Southern California</b> , Long Beach, CA	<b>Aug 2016 - Oct 2016</b>
Project Manager	
<ul style="list-style-type: none"><li>Led a team of 14 people, contributed 150 hours, raised \$19,157, donated 6 computers, over 40 packs of diapers</li><li>Saved \$10,000 in construction fees by collaborating with a team of 10 to reconstruct the social services facility</li></ul>	
<b>Team Leader of ACG Cup Case Competition</b> , San Diego	<b>Feb 2016</b>
<ul style="list-style-type: none"><li>Analyzed company values and provided strategies to increase liquidity and enhance value for shareholders</li></ul>	

## ADDITIONAL

<b>Honors:</b>	President of Student Consulting Club (2018-2019), Dean's Scholarship \$20,000 (2015)
<b>Relevant skills:</b>	AI, Machine learning, Deep learning, Data Management, Strategy, SQL, Python, STATA, Java
<b>Membership:</b>	Project Management Professional, Chartered Financial Analyst