

# YIZI LIU 刘奕孜

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## EDUCATION

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**New York University** M.A. Economics

Sep 2025 – May 2027 · New York

**University of Macau** B.A. Economics · GPA 3.51 / 4.0

Aug 2021 – May 2025 · Macau

## INTERNSHIP · AI PRODUCT STRATEGY + USER GROWTH

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**Century Network** (A-share listed) · Business Strategy + Data Analyst Intern

Wuhan · May 2025 – Aug 2025

*Lead project · MakeBestMusic — overseas-facing AI music generator (makebestmusic.com)*

- ▶ **Market Research (Early Stage)** — Competitive scan with SEMrush / SimilarWeb / PitchBook / Apollo.io — market sizing / growth curves / traffic sources / competitor GTM; delivered product-positioning recommendations
- ▶ **Data Infra + Analytics Modeling (Mid–Long Term)** — Wired Apollo.io + PitchBook into the SQL CRM; built user-segmentation and sales-forecasting models in Python (Pandas) + SQL; shipped Plotly + Streamlit dashboards tracking conversion funnel / retention / traffic source
- ▶ **Paid Acquisition (Promotion Stage)** — Owned end-to-end Google Ads — account + ad-group structure, keyword research, match-type segmentation, A/B creative tests; continuously tuned bids / budgets, monitoring CTR / CVR / CPC / Bounce Rate
- ▶ **Outcome** — Google Ads ROI +30%, paid-user CVR +8%. Site at ~270k monthly visits at handover; left documentation and workflows the team continued to run — now 345k monthly visits / 163k UV / 39.75% bounce / 3-min avg session, project profitable

## AI PROJECTS + INDEPENDENT WORK

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- ▶ **BTC × Monetary-Policy Research (on MorphMind)** — Chow Test (structural-break detection) + GJR-GARCH (asymmetric volatility modeling) on Fed-policy shocks to BTC volatility
- ▶ **WaveMe — Indie Hacker · Building** — Self-built AI-powered job-search homepage builder: PDF / JSON parsing → auto-generated Next.js site → Vercel deploy
- ▶ **AI / SaaS Asset M&A Buyer-Side Diligence (buyer account, side project)** — Buyer accounts on Acquire.com / Flippa / FE International / TrustMRR (North-American SaaS · AI asset marketplaces); reviewed dozens of AI-tool and mature SaaS listings
  - 1-on-1 founder calls for first-hand data (traffic structure / paid users / churn / unit economics); independently advanced 5 projects to DD stage — multi-model AI Chat platform (26.23M annual visits / 1.27M monthly UV), AI short-video generation tool (4M / 167k UV), AI text-detection tool (16.7k paying / 1.31M UV), etc.
  - Built a working framework for AI-tool GTM paths and unit-economics rhythms; SEMrush + request analysis cross-verified vendor technical claims, identified one popular product whose stated model differed from actual API call (anonymized)
- ▶ **Heavy AI User · Daily Stack** — MorphMind / Claude Code / Cursor / Codex / Perplexity / Perplexity Computer / Gemini, paired with SEMrush / SimilarWeb / Apollo.io / PitchBook / Google Ads for product diligence

## FINANCE INTERNSHIPS

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**SDIC Securities · Investment Banking**

Beijing · Jun – Jul 2024

- ▶ Synthesized data from 89 institutional members + 5-year span; contributed to the 2019–2023 Industry Development Report — ran the full pipeline from raw data cleaning → metric breakdown → trend synthesis
- ▶ Built a US-vs-China capital-markets 4-dimension comparison, organized into a policy-roundtable strategy presentation
- ▶ Supported monthly project-promotion materials: cross-sector breakdowns of technical barriers / market prospects / financing needs; integrated 100+ regulatory filings

**China Minsheng Bank, Wuhan Branch**

Wuhan · Jul – Aug 2024

- ▶ Supported daily banking operations: fund-disbursement approvals / credit-approval document review / corporate qualification + VAT-return aggregation and verification
- ▶ Contributed to corporate credit-risk assessments by cross-verifying client creditworthiness against public financials

## Listed Companies Association of Hubei · Industry Research

Wuhan · Jul – Aug 2023

- ▶ Co-organized asset-management training series (covering dozens of listed + NEEQ-listed companies, hundreds of executives / CFOs cumulatively): owned agenda coordination / speaker outreach / on-site support / post-event minutes
- ▶ Analyzed multiple listed companies' business structure / profitability model / strategic direction / value-chain positioning; compiled internal research reports

## Shenwan Hongyuan Securities · Investment Assistant

Wuhan · Jan – Feb 2024

- ▶ Supported listed-company exchange-meeting organization: agenda planning + client investment-need summaries
- ▶ Client financial-statement analysis: built Excel financial models to evaluate financial health and profitability
- ▶ Completed preliminary due diligence on candidate companies via Credit China + CSRC public sources, verifying business registration / regulatory disclosure / related-party transaction completeness

## Huafu Securities · Intern

Wuhan · Jun – Jul 2023

- ▶ Participated in a non-public corporate-bond issuance: financial analysis + risk assessment + prospectus preparation and review
- ▶ Coordinated multi-party communications: aggregated information among issuer / lead underwriter / counsel; tracked cross-party meeting cadence

## RESEARCH / ACADEMIC

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### A Comparative Study on the Economic Development of India & China

Sep – Dec 2024

- ▶ STATA OLS regression — labor force / public investment / FDI / private consumption vs. GDP for both countries; descriptive + correlation + regression three-layer validation

### Forecasting CPI in Singapore

Feb – May 2024

- ▶ Multivariate linear regression + ARMA; LM autocorrelation + ARCH + T-test three-layer diagnostics

### Immigration, Society & the International Economy

Feb 2022 – Jul 2023

Supervisor · Prof. Giulio M. Gallarotti, Columbia University

- ▶ First-author publication in *Advances in Education, Humanities and Social Science Research*, Aug 2023 (DOI: 10.56028/aehtsr.6.1.501.2023)

## SKILLS / TOOLS

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**Data** · Python (Pandas, Matplotlib), R, STATA, EViews, SQL, Excel, Java, HTML

**Growth** · SEMrush, SimilarWeb, Apollo.io, PitchBook, Google Ads, Meta Ads, TikTok Ads, Mailchimp, Postmark

**LLMs** · GPT-5, Claude Opus 4.7, Sonnet, Gemini, Grok 4, Llama 4 Maverick; DeepSeek V3 / R2, Qwen, Kimi, Doubao, Zhipu GLM-5

**Agents / Tools** · MorphMind, Claude Code, Cursor, Codex, Perplexity / Perplexity Computer

## EXTRACURRICULAR

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### University of Macau Economics Society · Public Relations Department

Macau · Sep 2022 – May 2025

- ▶ Planned and executed economics / finance themed activities; visited the Hengqin Guangdong-Macao In-depth Cooperation Zone Financial Development Bureau; shared market observations and industry research with members on an ongoing basis

### Cao Guangbiao College, University of Macau · Residential Assistant

Macau · Aug 2022 – Jun 2023

- ▶ Welcomed and supported 100+ incoming freshmen; organized college Hong Kong campus trips and community events; managed dormitory public-space affairs; volunteered at the 1st Macau International Short Film Festival

### Me to We Leadership Adventure Program · Team Leader

Macau · Sep 2022

- ▶ Led the team in long-term outdoor activities (hiking / canoeing / rope access / climbing / experiential learning + book reflection); earned Macau Rope Association Level 1 & 2 + Macau Climbing Association Level I & II certificates

## AWARDS

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- ▶ University of Macau Development Foundation Scholarship (UMDF)
- ▶ Dean's Honour List × 4 semesters (2021/22 1st + 2nd, 2022/23 1st, 2023/24 1st) · [fss.um.edu.mo/deans-honour-list](https://fss.um.edu.mo/deans-honour-list)