

吴开勋

电话: +86 13573664585 | 邮箱: 13573664585@163.com | 生日: 2002.11.14



教育背景

2025.09-2027.01	英国布里斯托大学	管理学 (数字化与大数据)	硕士
<ul style="list-style-type: none">预计学位: Distinction主修课程: 管理与组织; 战略与财务会计管理; 研究方法与学术发展; 运营管理; 营销管理; 管理学研究方法; 数据库管理系统; 数字化、大数据与价值创造等硕士申请阶段同时拿到多校 offer 以及布里斯托大学 Think Big 130000 元奖学金, 现已选择布里斯托大学入读布里斯托杰出奖获得者 (Bristol Plus Award)			
2022.09-2025.06	德国埃森经济与管理应用科技大学 (FOM)	企业管理	本科
<ul style="list-style-type: none">GPA: 2.1 (top 10%) (德国评分系统: 反向五分制, 1.0 为最高分, 5.0 为最低分)主修课程: 管理学基础; 财务管理; 公司并购重组; 战略管理; 人力资源管理; 数字化转型; 采购、生产&市场; 市场营销; 会计与税务; 成本核算; 投资银行学; 微观经济学&新制度经济; 宏观经济学; 商法; 可持续发展&人口管理; 定性与定量分析			
2021.09-2025.06	山东农业大学	工商管理	本科
<ul style="list-style-type: none">联合培养, 与德国 FOM 大学双边学分互认, 修满学分同时获得双边学位			

实习经历

2026.02-2026.08	Mayden (英国)	战略实习生	
<ul style="list-style-type: none">市场分析与商业洞察: 针对核心 iaptus 电子病历系统在威尔士等地区的扩张目标, 运用 MySQL 清洗区域医疗采购数据, 结合 PowerBI 将市场细分可视化。精准定位高潜力客群, 为这家服务超 225 家机构、700 万+患者的头部企业提供跨区域扩张的量化支撑。市场进入战略规划与落地: 基于现有医疗软件生态系统, 为年均处理超 100 万次转诊量的平台制定全面的区域性进入市场战略, 从目标市场选择到详细规划产品发布路径、产品定位、渠道管理策略及潜在风险评估方案, 实现新市场拓展效益最大化。组织能力诊断与优化: 审查现有系统工具、团队架构与业务流程, 开展内部能力诊断。评估现有合作网络差距并提出组织架构升级建议, 保障企业规模化跨区域扩张的平稳落地。			
2025.05-2025.08	中智管理咨询有限公司	管理咨询实习生	
<ul style="list-style-type: none">战略对标与数据洞察: 在国电投重组项目中, 利用 SQL/Excel 清洗并分析两地子公司的同业对标与财务数据, 通过量化分析论证合并后的资源协同效应与提升潜力, 为重组方案的可行性提供关键数据支撑。组织变革与薪酬设计: 深度参与中国生物某子公司组织变革项目。从战略层面结合实际经营规划核算未来人员编制, 并根据运营痛点重新设计组织架构; 通过薪酬诊断与行业研究, 设计兼顾公平与激励的薪酬套改模型; 独立交付数百个关键岗位说明书, 实现方案零返工落地, 直接推动团队成功续签兄弟公司订单。			
2023.07-2023.08	启智学前教育综合体	业务拓展实习生	
<ul style="list-style-type: none">活动策划与运营: 统筹策划多个大型交互性营销活动, 协调资源并组织培训, 活动转化率创季度新高; 制定敬老院公益方案, 显著提升品牌在社区的渗透率与影响力。商务合作洽谈: 与多方合作伙伴进行商务洽谈, 顺利推动业务合作与营销活动落地销售业绩实现: 策划秋季招生攻坚战, 优化从“线索获取”到“转化签约”的销售全流程。通过精准营销策略, 两周内成功促成 40+ 单签约, 活动综合创收实现单月近 300,000 元人民币。			

研究/创业经历

2024.07-2024.08	边缘数据统计与分析在个人信贷和金融预测中的应用研究	研究员	
<ul style="list-style-type: none">量化建模: 收集 BTC、ETH 及美元指数 (DXY) 的历史高频交易数据, 应用向量自回归 (VAR) 模型进行时间序列分析。实证分析: 使用格兰杰因果检验 (Granger Causality) 和脉冲响应函数 (IRF), 量化验证加密货币与传统法币之间的价格传导机制。学术成果: 独立完成数据清洗、模型运行及英文报告撰写, 成功被国际会议 ICDEBA 录用并发表, 展现了扎实的数据科学应用能力。			
2023.04-2024.09	本地生活服务平台	联合创始人	
<ul style="list-style-type: none">从 0 到 1 社区搭建: 瞄准大学生消费痛点, 搭建基于私域流量的本地生活社区。制定冷启动策略, 在 1 年内实现活跃用户从 0 突破至 1400+, 覆盖校区核心消费群体。商业闭环构建: 主导 B 端商户谈判, 签约数十家商家并设计“引流-留存-转化”体系。通过平台经济构建多边市场, 成功跑通“学生获益-商家增收-平台盈利”的商业闭环。品牌形象与用户忠诚度: 设计并组织二十余场线上线下活动, 极大程度增强了用户粘性与用户社区归属感			

技能

实操技能: Ms Office; MySQL; Stata; PowerBI/Tableau, Claude Code

语言技能: 普通话 (二甲); 英语 (雅思 7 分); 德语 (欧标 B2)

Kaixun (Alan) Wu

Tel: +44 7962689880 | Email: nj25995@bristol.ac.uk | Date of Birth: November 14, 2002

Address: Glassworks, St Thomas Street, Bristol (Postcode: BS1 6AE)

EDUCATION BACKGROUND

University of Bristol

09/2025-Present

Major: Management (Digitalisation and Big Data)

Expected Degree Classification: Distinction

I have received the offers from university of Bristol with £13000 Scholarship.

Main Courses: Management & Organisations; Strategic & Financial Accounting Management; Research Methods & Professional Development; Operations & Marketing Management; Database Management System; Digitalisation, Big Data & Value Creation.

- Bristol Plus Award Owner

FOM University of Applied Sciences for Economics and Management

09/2022-06/2025

Major: Business Administration

Degree: Undergraduate: BA

GPA: 2.1 (Top 10%) (Recognized under the German Scoring System: reverse 5 point scale)

Main Courses: Management Basics; Financing & Investment; Turnaround Management; Strategic Management; Digital Transformation; Sourcing Production and Marketing; Financial Management; Accounting and Taxation; Cost Accounting; Microeconomics & New Institutional Economics

INTERNSHIP EXPERIENCE

Mayden Ltd. (Bath, UK)

02/2026-08/2026

Strategy Intern

- **Market Analysis & Insights:** Conducted market analysis for the regional expansion (Wales, Scotland, Ireland) of the core iaptus EPR system. Utilized MySQL to clean healthcare spend data and PowerBI to visualize market segmentation, identifying growth opportunities for a company serving 225+ institutions and 7 million+ patients.
- **GTM Strategy & Execution:** Building on the existing healthcare software ecosystem, develop a comprehensive regional Go-to-Market (GTM) strategy for a platform that handles over 1 million referrals annually. This will involve detailed planning of the product launch roadmap, product positioning, channel management strategies and risk assessment plans, with the aim of maximising the benefits of expansion into new markets.
- **Capability Assessment:** Executed an internal capability assessment by mapping existing tools and operational processes against new market requirements. Proposed optimized team structures and cross-regional partnerships to ensure organizational readiness for scalable expansion.

CIIC Management Consulting Firm Co., Ltd.

05/2025-08/2025

Management Consulting Intern

- Assisted the State Power Investment Co., Ltd. (SPIC)'s Financial Integration Control project and the restructuring and integration of its subsidiaries (an energy technology firm and a power company) by conducting industry benchmarking research, collating and analyzing data, and producing PPT
- Led the end-to-end implementation of "organizational transformation, 'Positioning, Staffing and Personnel Determination' planning, and compensation system redesign" for a secondary subsidiary of China National Biotech Group Co., Ltd. (CNBG), aligning strategic objectives with the 15th Five-Year Plan and current operational needs, ensuring top-down feasibility, and proactively excavating client's core pain points; deliverables received high praise and generated follow-on orders from sibling companies

Dongying Bank Co., Ltd.

01/2024-02/2024

Winter Analyst

- Analyzed a 500+ client portfolio to improve marketing ROI by cleaning core-banking records, segmenting customers by deposit retention and product holdings, and producing a prioritized lead list for targeted campaigns.
- Optimized branch service efficiency by analyzing footfall patterns and service-time data to pinpoint capacity bottlenecks, supporting process changes that reduced average wait time and increased transaction throughput.

Weifang Junde Qizhi Preschool Education Combination

07/2023-08/2023

Performance Improvement Intern

- Organized the "Summer Fun: Water Play Challenge" event for three branch campuses, including coordinating teacher training sessions, which

received unanimous praise from parents, principals, and teachers

- Developed and implemented an autumn enrollment plan, resulting in over 40 successful enrollments within two weeks and generating ¥300,000 in profit
- Created and executed a public welfare programme for a local senior care home, enhancing the visibility of the kindergarten and community influence

Shandong Century Yuanfei Accounting Firm Co., Ltd.

12/2022-02/2023

Financial Auditing Intern

- Prepared and collated audit work papers and maintained audit files, including audit reports, findings and conclusions and assisted senior auditors and managers in the audit of financial statements
- Understood the business and needs of the clients, explained the audit procedures and results to them, gathered their financial data and carried out preliminary analysis
- Participated in internal meetings and training, collaborated with team members and gained practical experience from senior auditors

RESEARCH EXPERIENCES

A Study on the Application of Edge Data Statistics and Analytics in Personal Credit and Corporate Finance Forecasting 07/2024-08/2024

- Collected and organized the historical price data of BTC, ETH, and DXY to ensure the accuracy and completeness of the data
- Applied the Vector Autoregressive (VAR) model for time series analysis and examined the price interaction between BTC and ETH and its response mechanism to the US dollar index using tools such as the Granger causality test and the impulse response function (IRF)
- Prepared a detailed research report based on data analysis results and successfully transformed it into an independent conference paper

Local-support service platform

04/2023-09/2024

Co-Founder

- Obtained an in-depth understanding of local university students' consumption habits, needs and preferences, and the social media platforms they commonly use through questionnaires and interviews
- Communicated with local merchants, introduced community platform benefits, potential user groups and expected cooperation outcomes, achieved preliminary cooperation intent with merchants and designed appropriate discounts and rewards program
- Built a community platform on social media platforms suitable for university students (e.g. WeChat, QQ groups, microblogs, etc.), regularly published discount information and announcements of discount activities, and organized online and offline activities
- Promoted through social media advertisements, campus forums, WeChat groups and offline promotional materials to increase community visibility, with over 1400 active users

EXTRACURRICULAR ACTIVITIES

Xiaozhao Office

09/2022-12/2022

Director of the Creative Department

- Developed and implemented photography projects for the school's admissions campaign, taking over 100 photographs
- Delegated the daily work of members of the creative department to ensure that the work of the department was carried out properly
- Reviewed the pieces to be published, ensuring the content met publicity requirements, and submitted for final review and upload to social media platforms

Weifang Communist Youth League

07/2022-08/2022

Assistant

- Assisted the Youth League committee leaders with daily affairs, such as document organization, meeting records, etc.
- Organized more than 8 times of public welfare activities, such as the Return to Roots Program for University Students

SKILL

Language Skill: Chinese (Native), English (IELTS: 7.0), German (B1)

Computer Skill: Proficient in using Ms Office, MySQL, Stata, PowerBI/Tableau, Claude Code