

Rowan Ruan

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EDUCATION BACKGROUND

The Australian National University | Australia, ACT

Master of International Management

Feb 2025 - Nov 2026

- Relevant coursework: Advanced Financial Accounting, Financial Modelling, Quantitative Investment Analysis, and International Corporate Finance.

Western University | Canada, Ontario

Bachelor of Management and Organizational Studies

Sep 2020 - May 2024

(Accounting)

- Built foundational knowledge in financial accounting, auditing, cost accounting, and financial analysis through case-based coursework.

WORK EXPERIENCE

NIO | Sales Consultant Intern

Oct 2024 - Jan 2025

Shanghai, China

- Researched store-level customer profiles and demand patterns; used Power BI and Feishu to support customer analysis and in-store strategy development.
- Recorded daily task workflows and maintained customer follow-up; reduced business processing time by 20%-30%.
- Produced customer insight and competitor analysis reports covering product features, team strategies, and policy updates.
- Adapted quickly to a fast-paced retail environment; recognized by store manager and team leader for learning agility and service performance.

EasyTransfer (Beijing Yisihui Business Services Co, Ltd.)

Apr 2022 - Sep 2022

Marketing Operations Intern

Beijing, China

- Supported campus market research and strategy analysis for an international tuition payment platform; contributed to student user targeting and conversion support.
- Tracked 10+ core user indicators through Feishu databases; conducted weekly audits to maintain full data completeness and accuracy.
- Provided day-to-day user support and knowledge-based communication in business scenarios; applied KOL communication methods to engage prospective users.
- Contributed weekly new-user insights to support market sentiment analysis and cross-segment coordination.

LEADERSHIP / CAMPUS EXPERIENCE

Australian University Volunteers (AUV) | Founder

Aug 2025 - Present

Australian National University, Australia

- Co-founded and launched a volunteer organization at ANU; completed registration and early-stage setup within one month with a three-person founding team.
- Designed and managed the organization's social media presence; achieved 70,000+ views on a single post.
- Secured collaboration opportunities with Canberra Museum and Gallery and the ANU Culture Centre through external outreach and partnership development.
- Planned and delivered events with 300+ participants per session; coordinated activity design, promotion, and on-site execution.
- Created 100+ hours of volunteering opportunities for students through program design and activity promotion.
- Invited as a student representative to the opening ceremony of the ANU University Colleges McCusker Institute.

Sep 2019 - May 2025

Chinese International Volunteer Organization (CIVO) |
Marketing Department / Public Relations Department

Western University, Canada

- Coordinated with organizations, including S.A.L.T. Rescue London and PetSmart; supported the development of a stable community partnership network.
- Managed 50+ volunteers and supported the delivery of 10+ offline volunteer events with attendance exceeding 100 participants per event.
- Designed posters, promotional copy, and social media content; contributed to a 50% increase in event exposure and a 40% increase in registrations.
- Coordinated volunteer communication, cross-organizational promotion, and activity logistics across marketing and public relations functions.
- Strengthened project management, stakeholder communication, and event execution skills through long-term involvement in student-led volunteer programs.

PROJECT EXPERIENCE

PetSmart & S.A.L.T. Rescue Humanitarian Animal Care Project | Project Coordinator

Jul 2022 - Sep 2022

- Recruited, managed, and trained 20+ new volunteers for a joint volunteer program with PetSmart and S.A.L.T. Rescue.
- Planned overall project workflow, including interview scheduling, volunteer onboarding, and personnel training.
- Facilitated communication between volunteers and partner organizations; helped resolve language and cultural barriers during project delivery.
- Conducted pre-event briefing and emergency arrangements; organized attendance tracking and post-activity feedback collection.
- Achieved zero volunteer attrition during the project; received repeated praise from both volunteers and partner organizations.

Medical Education Support Program for Children of Healthcare Workers | Project Lead / Volunteer Coordinator

Sep 2021 - May 2022

- Partnered with a hospital in China during the pandemic to deliver English learning support for children of healthcare workers.
- Recruited and coordinated university student volunteers; adapted teaching materials to different age groups and English proficiency levels.
- Drafted emergency plans and contributed to mid-project review and improvement processes to support teaching quality and classroom interaction.
- Supervised project delivery and supported final-stage prize planning and implementation.
- Received strong positive feedback from parents and participating families.

Financial Data Analytics and Accounting Case Study

Nov 2023 - Dec 2023

- Used advanced Excel and Power BI to process and interpret financial datasets for quantitative analysis.
- Applied CPA handbook standards to complete accounting case analysis and journal entry preparation.
- Collaborated with team members to produce a structured analytical report and professional presentation.

North American Market Expansion Feasibility Study

Feb 2024 - Apr 2024

- Designed an integrated PESTEL-Porter's Five Forces-Financial Modelling framework for market entry assessment.
- Built ROI and break-even models; compared three entry modes and identified key financial and operational risks.
- Led the financial section of the final presentation; the report received the highest grade in the course.

SKILLS / ACTIVITIES

Financial Knowledge: Familiar with IFRS, Canadian GAAP, and U.S. GAAP; trained in accounting analysis, compliance-based reasoning, and case-based financial problem solving.

Data & Reporting Tools: Proficient in Power BI, Excel, Tableau, Word, SketchUp, and reporting-based analysis. Advanced Excel functions include VLOOKUP and array formulas.

Client & Stakeholder Engagement: Experienced in customer communication, volunteer coordination, external outreach, and cross-organizational collaboration.

Project & Event Delivery: Experienced in event planning, activity execution, attendance tracking, operational follow-up, and partner communication across student and community-facing programs.

Languages: Mandarin (native), English (fluent; able to work in an English-speaking environment).

AI Application: Use AI tools to automate parts of financial data processing, support accounting case analysis, and draft early-stage visualizations and forecasting outputs.