

LI Yinlong

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EDUCATION

The Chinese University of Hong Kong

Aug. 2025 – Nov. 2026

Master of Accountancy (GPA: 3.52/4.0)

Hong Kong

• **Scholarship:** Entrance Scholarship

• **Relevant Coursework:** Advanced Financial Accounting & Reporting; Financial Markets & Financial Instruments; Business & Company Law; Accounting Forecasting Analytics & Intelligent Quantitative Investment; Accounting Data Analytics & Business Intelligence

Chongqing University

Sept. 2021 – Jun. 2025

Bachelor of Business Administration, Accounting (GPA: 3.55/4.0)

Chongqing

• **Honors & Awards:** Chongqing Advanced Individual; National English Competition (Second Prize); National Mathematics Competition (Third Prize); Internet+ Competition (Municipal Silver); Outstanding Student; Scholarships (Top 8%, three times); National Art Exhibition (First Prize)

• **Languages:** Mandarin (Native); English (Professional—IELTS 7.0, CET-6: 581, CET-4: 614); Cantonese (Elementary)

• **Skills:** Excel (Power Pivot/VBA), PowerPoint, Python, SQL, Power BI, Wind/iFinD; AI-assisted analytics, automation & dashboards

PROFESSIONAL EXPERIENCE

L'Oréal China | L'Oréal Luxe

Jul. 2026 – Present

Finance Controlling Intern

Shanghai

• **Business Forecasting & P&L Analysis:** Supported 2026–2028 Hong Kong Sephora expansion planning for four prestige brands, translating store rollout, sales cadence, productivity, inventory turns and new-store investment into sales, gross margin, marketing/SG&A and customer contribution; traced margin variance through line-item and percentage-of-sales analysis.

• **Marketing Spend & Budget Control:** Analyzed media, KOL livestream and campaign spend across Douyin, Tmall and JD by brand, quarter, platform and resource type; compared NSO, TR% and ROI to distinguish brand-building from conversion spend and inform allocation and post-campaign reviews.

• **Finance Automation & Dashboarding:** Used LLM-assisted VBA to automate month, P&L account, budget-owner and expense-code mapping, exception diagnosis and Open PO splitting; built an interactive web dashboard over 192K records, 20 fields and 12 brands for multidimensional filtering, spend analysis and anomaly alerts.

China Merchants Securities | Investment Banking Committee

Apr. 2026 – Jun. 2026

Fixed Income Financing Intern

Shenzhen

• **Bond & ABS Execution:** Supported corporate ABS/bond due diligence and issuance, organizing workpapers around transaction parties, underlying assets, cash flows and critical milestones; tracked exceptions and reconciled subscription, payment and issuance materials across documents.

• **Issuer Review & Financing Analysis:** Verified issuers through corporate registry, credit, litigation and Wind sources; benchmarked comparable bonds/ABS by tenor, yield and credit enhancement, using LLM-assisted long-document review with manual validation of material facts.

Industrial Securities | Consumer & Retail Research

Feb. 2026 – Apr. 2026

Equity Research Intern

Shanghai

• **Strategy & Industry Research:** Structured 2026 mid-year research on discount snacks, on-demand retail and overseas expansion into a demand–competition–efficiency–company framework; produced the supporting dataset, visualizations and draft sections.

• **Company Research & Modeling:** Independently prepared earnings analyses for Baiya and Chongqing Department Store, decomposing performance by product, channel, region and expense efficiency; maintained earnings forecasts and relative valuation models, ran sensitivity analyses and supported research on Yiwu CCC and Yonghui Superstores.

• **AI-enabled Research:** Connected an AI agent to iFinD MCP for source retrieval, data collection and synthesis, and used AI to accelerate model building, research structuring, presentation refinement and charting; manually verified key data, assumptions and conclusions.

KPMG Huazhen LLP | Audit

Jan. 2025 – Mar. 2025

Audit Intern

Shanghai

• **Financial & Business Analysis:** Analyzed full-year P&L and transactions for a leading listed e-commerce client under US GAAP, decomposing quarterly marketing-rate trends and connecting sales-return volatility to distribution and service-fee economics.

• **Audit Execution & Quality Control:** Independently completed inventory counts and book-to-physical checks at five stores; tested roughly 300 source documents across procurement, expenses and fixed assets, followed up on 15+ bilingual confirmations and drafted 10+ workpapers with exception summaries.

MacGregor (Shanghai) Trading Co., Ltd. | Finance

Jan. 2024 – Mar. 2024

Financial Analysis Intern

Shanghai

• **Cost & Competitive Analysis:** Analyzed 24 months of ERP purchasing data across five material categories by volume, price and supplier; tracked 12 months of commodity trends in Qlik Sense and built a Power BI pricing matrix covering five marine-equipment competitors and 20+ SKUs across three growth markets.

RESEARCH & PROJECT EXPERIENCE

National Undergraduate Innovation Program | IPO Failure Prediction

Jun. 2023 – Jun. 2024

Core Member – Data Processing and Empirical Analysis

• **Risk Analysis & Feature Engineering:** Coded 266 rejection reasons from inquiry letters for 87 failed IPOs and matched each with three successful industry peers; built 36 financial/governance indicators from 348 firms and reduced them to six factors using Python and factor analysis.

• **Predictive Modeling & Explainability:** Compared seven classifiers with 10-fold cross-validation and grid search, optimizing XGBoost to 90% accuracy and 0.95 AUC; applied SHAP to identify R&D, risk and abnormal-growth signals.

Internet+ Innovation Competition | Acoustic Intelligent Perception System

Mar. 2022 – Sept. 2022

Core Team Member – Market Analysis and Financial Forecasting

• **Market Strategy & Business Case:** Assessed market size, growth and a 43% smart-home CR4; segmented users by geography, age, income and use case and benchmarked six robots to shape differentiated positioning.

• **Financial Modeling & Stakeholder Collaboration:** Built a five-year three-statement model from BOM, acquisition and growth assumptions to estimate IRR, NPV and break-even; translated computing requirements into cost and margin constraints across seven working sessions with Xiaomi's team.

LEADERSHIP & ACTIVITIES

Student Art Troupe

Sept. 2021 – Jun. 2025

String Section (Erhu, Level 10), Chinese Orchestra, Chongqing University

Chongqing

• Won First Prize at the 7th National College Student Art Exhibition and coordinated 5+ large-scale concerts.

Undergraduate Men's Basketball Team

Sept. 2021 – Jun. 2025

Starting Forward, School of Economics and Business Administration

Chongqing

• Secured runner-up in the University Basketball Championship; organized recruitment, tournaments and training.