

Rebecca Deng

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EDUCATION

University of California, Los Angeles

Expected 2029

Majors: *Business Economics*

GPA: 3.7/4.0

Shawnigan Lake School, Shawnigan Lake, BC

Aug 2021 – June 2025

GPA: 3.9/4.0 | **Honours:** Academic Prefect, Dean's & Head's Honours

RELEVANT EXPERIENCE

Vision Star Media CO., LTD | *Strategic Planning Division*, Shanghai, China

August 2024

- Led comprehensive market product research for major oral care companies across Greater China for core projects.
- Analyzed 18-month marketing strategies for all companies, evaluated each marketing action's effectiveness, and compared and suggested further performance.

Investment Portfolio | *Private Portfolio Manager*, Los Angeles, CA

March 2025 – Present

- Independently managed a \$200,000 investment portfolio, achieving an annual return of 6% through strategic asset allocation and market analysis.

Elevate Economy Conference | *Co-founder & Executive Director*, Vancouver, British Columbia

, May 2023 – Oct 2024

- Founded an economics conference with 100+ students from 8 BC schools, first-year theme: Vancouver housing crisis.
- Facilitated panels and proposals on urban land use. Guide participants in developing policy recommendations, which were submitted to the Vancouver city government.

Research in Natural Language Algorithm | *Independent Researcher*, Vancouver, British Columbia

April 2023 – Dec 2024

- Conducted mixed-method research on marketing strategies and brand performance in East and Southeast Asia.
- Designed and executed a content analysis of 6 global luxury brands and conducted a survey of 33 regional consumers.

CalPoly Pomona SoftCom Lab | *Researcher*, Los Angeles, CA

April 2023 – Oct 2023

- Conducted interdisciplinary research on AI, Cloud, and mobile computing.
- Researched and published "An Intelligent Mobile Application to Facilitate Students' Networking Using NLP Algorithms".
- Presented at the NLAI 2023 International Conference and filed a patent.

LEADERSHIP EXPERIENCE

Sandbox Incubator - Mercor Capital | *Head of Marketing*, Washington, DC

May – Oct 2024

- Co-founded the first student-led startup incubator to foster innovation in high school. Offered student founders nationwide with non-dilutive funding, mentorship from the field, and resources.
- Utilize my StarSeek app to match like-minded teams and promote our service as head of marketing. Supported over 20 startups.

Investment Club | *Founder & President*, Shawnigan Lake, British Columbia

Jan 2023 – Oct 2024

- Initiated the first student-led club at high school, grew to 30+ active members, and organized 3 teams to participate in the Wharton High School investment challenge.
- Provided networking opportunities for members with industry leaders, including JP Morgan's marketing head. Taught and exchanged financial analysis.

Sustainnect | *Founder & CEO*, Vancouver, British Columbia

Jul 2023 – Oct 2024

- Designed and developed an app with a scanning function to identify recyclables based on regional guidelines and a function to connect users with local recycler volunteers for garbage pickup and recycling.
- Reached an average of over 1000 active users per week across communities in North America, Central, and East Asia.

Global Goals Model United Nations | *Director General & USG Logistics*, Shawnigan Lake, British Columbia

June – Nov 2023

- Coordinated a national Model United Nations conference involving 350+ participants from 9 schools.
- Monitored the ceremony and logistical aspects of the event.

SKILLS, ACTIVITIES & INTERESTS

Skills: Python, STATA, Microsoft Office, VMware vSphere, Financial modelling, Mandarin, Cantonese, French

Activities: ENGIN (Volunteer Tutor), Varsity Tennis, Equestrian

Interests: Violin Orchestra, Tennis, Entrepreneurship, Urban Planning