

ZHU ZHU

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EDUCATION

Imperial College London

Sep 2025 – Sep 2026 · London, UK

MSc Global Health Management

Modules: Health Economics · Health Systems Policy & Financing · Population Health Analytics · Data Analytics & Visualisation · Marketing Analytics & Big Data

University of Surrey / Dongbei University of Finance & Economics (Dual Degree)

Sep 2021 – Jun 2025

BSc International Business Management – First Class Honours | GPA 3.98/5.0

Modules: Finance for Business · Economics Business and Sustainability · Financial Accounting · Management Accounting · Management Information Systems · Organization Behaviour · Marketing for Business

Awards: Outstanding Graduate of Dalian · First-Class Scholarship · Outstanding Student Leader

PROFESSIONAL EXPERIENCE

IQVIA

Mar 2025 – Jun 2025 · Shanghai, China

Market Strategy Intern

- **Desk Research & Delivery:** Produced 5 market research reports across sports medicine, sutures and oncology biologics for client Johnson & Johnson; synthesised expert interviews, IMS data, VBP policy updates and competitor intelligence into client-facing deliverables to support strategic decision-making
- **Market & Competitive Analysis:** Mapped China's sports medicine market by segment and identified key growth drivers; assessed VBP and US–China tariff impacts on MNCs and domestic players; profiled 15+ key competitors across product pipeline, distribution channels and organisational structure
- **Data Analysis:** Decomposed sports medicine market by procedure type and product segment to support market sizing; performed CAGR, YoY growth calculations in Excel, outputting trend charts to visualize market dynamics and support client discussions on sales forecasting, resource allocation and regional strategy

Waterdrop

Jul 2024 – Aug 2024 · Beijing, China

Digital Content & Analytics Intern

- **Content Operations:** Wrote 20+ educational short-video scripts on health insurance and Chinese pension topics, translating complex policy updates into audience-friendly narratives to support downstream conversion to insurance products; top-performing videos reached 5K+ likes
- **Data-Driven Optimisations:** Monitored key performance metrics (completion rate, conversion rate) across WeChat; applied user segmentation and funnel analysis to identify content drop-off points; translated insights into content strategy optimisations, contributing to 10,000+ followers growth across 50+ published videos

PROJECT EXPERIENCE

Commercial Strategy Pro-Bono Consultant

Feb 2026 – Present · Cape Town, South Africa

Imperial College London Global Business Challenge

- **Primary Research:** Led 12 structured stakeholder interviews with tourists and local tour guides to assess willingness-to-pay and benchmark competitor pricing; identified 100 ZAR as the optimal price point
- **Financial Modelling:** Sourced visitor registry data from visitor centre; cleaned and organised raw data with monthly aggregation to identify peak and off-peak seasonal patterns; built a bottom-up financial model covering revenue projections and cost structure, projecting monthly revenue of ~3,304 ZAR (peak) and ~2,744 ZAR (off-peak) to provide quantitative evidence
- **Strategy & Delivery:** Diagnosed core barriers in client's production and sales process; proposed a business model shift from product sales to a paid immersive garden experience; delivered full brand identity, pricing poster, Facebook page and live website within one week

Cost-Utility Analysis of Small Renal Mass Treatment

Oct 2025 – Nov 2025 · Imperial College London

- **Cost Modelling & Economic Analysis:** Built an Excel cost model drawing on NHS data sources to identify and quantify full-pathway medical costs of cryoablation vs. robotic nephrectomy and applied inflation adjustment and discounting; calculated QALYs, ICERs and Net Monetary Benefit (NMB) against NICE thresholds to evaluate cost-effectiveness
- **Decision Modelling & Sensitivity Analysis:** Constructed a decision tree model to evaluate the cost-utility of pre-treatment biopsy; calculated expected costs and utilities across all pathways using probability, cost and QALY; completed one-way sensitivity analysis under an AI-assisted biopsy scenario and interpreted the impact on cost-effectiveness conclusions

LEADERSHIP & ACTIVITIES

President, Surrey International Institution Student Union – DUFE

Oct 2021 – Oct 2024

- Digitized students record management for 500+ members: catalogued and structured archival data into a database, then developed a WeChat Mini Programme enabling students to independently track their application information

Volunteer Team Leader – World Economic Forum Summer Davos 2024

Jun 2024 · Dalian, China

SKILLS

Languages: Mandarin (native) **Tools:** Excel (advanced) · PowerPoint & think-cell · SQL · SPSS