

## Zuqi Fu

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### EDUCATION

**The University of Pennsylvania**, Bachelor of Arts, May 2022, *Philadelphia, Pennsylvania* Aug. 2018—Present  
*Urban Real Estate Development & Architecture*, **GPA** 3.85 / 4.0

- **Course** Architecture, Economics, Finance, Marketing, Real Estate Investment & Development, Statistics, Urban Studies

**TMS School**, International Baccalaureate, *Toronto, Canada* SAT 1550 / 1600 Aug. 2014—May 2018

### WORK EXPERIENCE

**Cresca Group** (*boutique management consultancy*), Real Estate Summer Analyst, *Atlanta, USA* Jul.—Aug. 2020

- Conducted research and analysis on real estate markets in North America, Asia, and Europe to identify investment opportunities with 15% IRR, negotiation strategies, and future target markets for the new real estate arm
- Built 8 asset-level DCFs and sensitivity models for short and long-term residential and industrial rental investments in 7 cities: presented the reports to clients and firm's president

**Steignet LCC** (*real estate technology startup*), Real Estate Finance Summer Analyst, *Atlanta, USA* Apr.—Jun. 2020

- Oversaw the launch of a real estate magazine business by coordinating the financial, editorial, distribution and sale workstreams
- Negotiated 800+ shipping, printing, and design vendor packages for revenue models to find optimal coverage and profit
- Collaborated with founder to organize 10 interns on a client acquisition project for the seed funding of the distressed residential market business: generated 4000+ leads

**ARDOR Group**, Business and Partnership Development Intern, *Ho Chi Minh City, Vietnam* May—Jul. 2019

*Selected by Penn Global Internship Program to join the Second-largest Vietnamese Green Building Consulting Firm*

- Designed the company's first 40-page marketing plan for its expansion based on analysis of the company's competitive position and SE Asian sustainable real estate markets: prompted the firm's organizational and strategic reform, fully adopted by the firm
- Produced standardized company-wide branding guidelines to improve product presentation through initiating 10+ discussions and presentations with employees and leadership team
- Created a database of 100+ SE Asian developers interested in sustainable building in partnership with the IFC
- Conducted research through interviews, real estate events, and site visits: identified potential suppliers and services for clients and

**Nihon Sekkei Co., Ltd.**, Architectural Design and Market Analytics Intern, *Shanghai, China* Jul.—Aug. 2018

*Second-largest Japanese Architecture Design and Civil Engineering Firm*

- Constructed 5 physical and digital architecture models for 2 projects: 2 designs were chosen to move forward to next the stage
- Created 2 architectural project proposals through secondary research on 30+ architecture projects in the company's and competitors' project portfolios and on architecture publications: presented to department heads and developer clients

### CAMPUS LEADERSHIP

**Urban China Collective**, President (elected 2019) Sep. 2018—Present

*Hosts annual conference with 150 attendees featuring 9 experts on urban governance, social equity, and development*

- Led a team of 20 to overhaul organization's planning, recruiting, marketing, finance, and networking efforts: now recognized as an official "overseas associate" of Urban China magazine—the premiere urban development publication in China
- Grew the club membership and funding by 30% in one year: established club's presence on campus and collaboration with various Penn departments, student groups, and urban design organizations in the US
- Outreached to 50+ practitioners in the fields of real estate and urban planning and organized 3 panels according to expertise

**Penn Wharton China Summit**, Marketing Chair, Board Member (elected 2019) Oct. 2018—Present

*The largest student-run conference in the US with 1500+ attendees per year*

- Led committee of 20 on content production, cross-committee collaboration, and media platform partnerships including pioneering collaboration with cultural and pre-professional student organizations to double the non-Chinese engagement
- Expanded online channels from 1 to 4 and doubled content output: oversaw 10+ projects that reached 100k+ views
- Coordinated and streamlined schedules and presentations for 3 speakers on the entertainment and real estate panels

**Ideas For Action**, Sustainable Impact Startup Consultant

**UPenn Curling Team**, Vice Captain

**Wharton Undergraduate Real Estate Club**, Committee Member

**Penn Chinese Theater**, Actor

**Wharton Asia Investment**, Real Estate and M&A Analyst

**Assembly of International Students**, Mentor

### OTHER EXPERIENCE

• **Goldman Sachs, Blackstone, JPMorgan Women Leader Programs**, Selected Participant, *APAC* Jun.—Aug. 2020

• **M WOODS Art Museum**, Business Development Intern, 2019: Designed 3 sponsorship packages and 2 program proposals for an art-themed reality show and a business collaboration; Coordinated with 9 galleries for the opening of the X Museum

• **Terminal 5 Virtual Shopper**, founder, 2017-18: WeChat-based retail and content platform for sale and styling articles

• **China Central Television**, News Intern, Aug. 2016: transcribed and translated interviews, created clips for 20+ streaming

**SHAD Canada STEAM and Entrepreneurship Program**, Selected Participant, *Hamilton, Canada* Jul.—Aug. 2017

- Designed a program to track the carbon output in food production, transportation, and retail, presented the result with a readable consumer-side rating product and a company business plan, winning interests from 2 supermarket chains

### SKILLS AND INTERESTS

**Language** English (Fluent), Mandarin (Native), French (B2) **Software** ARGUS, Excel, Illustrator, Photoshop, InDesign, Rhino

**Interests** Curling, Art, Theater, Design, Camping, Fashion, Traveling