

Zuqi Fu

zuqi@sas.upenn.edu | +1 267-901-5138

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