JUNJIE (BEN) XU

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Master of Science in Business Analytics candidate (May 2027) with a health science degree and marketing and commercial experience at global companies including Johnson & Johnson MedTech (Ethicon) and SPX FLOW in Shanghai. Applies data analysis, statistical methods, Python, and Excel to business problems and communicates insights clearly to clients and cross-functional teams. Fluent with AI tools, fast to learn new ones, and experienced working across U.S. and international teams; fluent in English and Mandarin. U.S. permanent resident authorized to work in the U.S. without sponsorship.

EDUCATION

Wake Forest University School of Business, Winston-Salem, NC
Master of Science in Business Analytics — *May 2027*
Relevant Coursework: Python, Statistics

Wake Forest University, Winston-Salem, NC
Bachelor of Science in Health and Exercise Science — *August 2025*
Relevant Coursework: Calculus I–III, Statistics in Health Science, Economics, Public Health, Health Psychology

AREAS OF EXPERTISE

Data Analysis & Statistical Methods | Market & Customer Research | Data-Driven Problem Solving | Attention to Detail

Product & Digital Marketing | Client Presentations & Communication | Project Coordination | Cross-Functional Collaboration

AI Tool Fluency | Healthcare Industry Knowledge | Fast Learner & Adaptability | Bilingual (English/Mandarin) | Team Collaboration

TECHNICAL SKILLS

Business & Analytics Tools: Python, Microsoft Excel, PowerPoint, Word, SQL (coursework in progress), Git/GitHub, Google Workspace
Research & Communication: Data Analysis, Statistical Analysis (hypothesis testing, regression), Market & Industry Research, Presentation Development
AI Tools: Fluent with generative AI tools (Claude, ChatGPT) for research, analysis, drafting, and AI-assisted development
Languages: English and Mandarin Chinese (fluent); German (intermediate)

PROFESSIONAL EXPERIENCE

COMMERCIAL SUMMER INTERN | **SPX FLOW** | Shanghai, China — *May 2024 – August 2024*

- Analyzed market and industry trends in health and nutrition to support account planning and identify business development opportunities.
- Delivered client presentations translating technical capabilities into clear commercial value for decision-makers.
- Partnered with sales and technical teams across a global organization to identify customer needs and align messaging.

MARKETING SUMMER INTERN | **Ethicon, Johnson & Johnson MedTech** | Shanghai, China — *May 2023 – August 2023*

- Produced 39 product and event communications for digital channels, generating 10,000+ views among healthcare professionals and customers.
- Cold-called and interviewed Ethicon sales team members to gather field feedback on a suture product, synthesizing insights to refine positioning and messaging.
- Coordinated the internal launch of a suture product, leading logistics for launch and team-engagement events for 150+ participants.

ANALYTICAL PROJECTS EXPERIENCE

Analytics & AI Projects, incl. Wake Forest MSBA (in progress) — *August 2026 – May 2027*

- Applying Python, Excel, and statistical methods, including hypothesis testing and regression, to business datasets to identify trends and communicate clear recommendations; upcoming coursework in SQL, data management, and machine learning.
- Independently built and deployed a personal website (jjbenxu.github.io) via Git/GitHub using AI-assisted development (Claude, ChatGPT), reviewing and testing all code before launch.

LEADERSHIP & ACTIVITIES

TEAM MEMBER | **WFU E-Sports Teams** | Winston-Salem, NC — *January 2023 – 2025*

- Collaborated on team strategy and communication in competitive collegiate e-sports while balancing academic commitments.