SHAWN DUAN

CONSUMER INDUSTRY ANALYST

shawnduan.com

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Strategy research, consumer
insights, IPO advisory, and
systematic market
experiments.

EXPERIENCE Frost & Sullivan / LeadLeo

Consumer Industry Analyst
Aug 2024 - Present

Huaxi Securities

Equity Research Assistant
Jul 2023 - Apr 2024

Guotai Haitong Securities
Strategy Research Assistant
Jun 2022 - Sep 2022

Produced 21 in-depth reports across F&B, apparel, and new consumption; report pages reached 500+ average daily visits and supported RMB 5M+ commercial revenue.

Supported a main-board IPO advisory project for a leading athletic footwear manufacturer through expert interviews, market sizing, value-chain mapping, and competitive analysis.

Researched 3C titanium alloy penetration; drafted 8 earnings reviews, one deep dive, and 21 research posts with readership up 40% YoY.

Reviewed Hong Kong equity market performance, policy, liquidity, earnings expectations, and cross-asset signals.

SELECTED WORK Research Portfolio

18 public / de-identified assets
2024 - 2026

IPO & Strategy Decks
Industry narratives and market proof

Built a portfolio library covering coconut, low-temperature yogurt, fresh-ground coffee, baijiu, grilled sausage, running shoes, footwear manufacturing, IP licensing, functional sofa, RWA, DePIN, and global megatrends.

Core skills: market sizing, expert interview synthesis, consumer insight, industry mapping, competitive landscape, and strategy deck storytelling.

FUN / HABITS EA Quant Trading
Automated trading practice

Prompted Research
Codex-assisted workflow

Run EA-based automated trading strategies with live monitoring, rule-based execution, and risk-control logic. Use Codex to turn repetitive research SOPs into structured conversations and reusable work habits.

EDUCATION Jinan University
M.A. Economics
2021 - 2024

Hunan Agricultural University
B.A. Finance
2017 - 2021

GPA 3.7 / 4.0. Published a CSSCI-indexed paper on regional market integration and manufacturing competitiveness using geographic regression discontinuity evidence.

GPA 3.8 / 4.0. Awards include National Encouragement Scholarship, Outstanding Student Leader, Merit Student Model, and National English Competition Third Prize.