

Zitong Wang
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Education

Beijing Academy International Division (Grade 10-12)

RDFZ Chaoyang Branch School, Dongba Campus (Grade 7-9)

GPA:

SAT: 1580 (Reading & Writing: 780, Math: 800)

AP Exams: Macroeconomics: 5, Microeconomics: 4; Precalculus: 4

Honors

1. China Thinks Big(CTB), North China Regional Third Award (Top 16-25%), Advanced to the National Round, Grade 11
2. National Top Scoring Individual Bronze Award, National Economics Challenge (NEC), DR Division, Advanced to the National Finals, Grade 11
3. 2026 AP Scholar with Distinction, Grade 11
4. School Academic Improvement Award, Grade 11
5. School TOEFL Excellence Award, Grade 11

Academic Research & Activities

National Economics Challenge - Algorithmic Management in Food Delivery Platforms

Team Researcher, Grade 11

- ◆ Worked with the team to conduct research on how algorithmic management improves operational efficiency in China's food-delivery platforms while transferring uncontrollable time and safety risks to couriers. Collaborated to authored a 10-page, 3957-word research paper.
- ◆ Applied four economic frameworks — oligopsony, principal-agent theory, information asymmetry, and multi-task incentive distortion — to analyze how compressed delivery windows, penalties, and ranking systems affect courier behavior and welfare.
- ◆ Integrated 12 real-world delivery scenarios, including restaurant delays, elevator congestion, and gated-community access, to examine how urban frictions translate into income volatility, overwork, and safety risks.
- ◆ Helped develop a three-level policy framework covering algorithmic transparency, platform incentive redesign, and national risk-sharing protections.

Major Foundation Program - Short-Video & Livestream Marketing

Researcher, Grade 11

- ◆ Conducted an independent economics research project examining how exposure to product-promotional short videos and livestreams on Douyin relates to consumers' purchase intentions.
- ◆ Designed and administered an online survey; collected 236 responses and cleaned the dataset

to 200 valid observations measuring demographics, Douyin usage, promotional-content exposure, and purchase intention.

- ◆ Used SPSS to conduct descriptive statistics and linear regression, finding a significant positive association between viewing frequency and purchase intention.
- ◆ Integrated empirical findings with consumer utility, information asymmetry, and demand theories to author a 15-page research paper.

China Thinks Big - “Loneliness Economy” in Beijing Cafés

Group Leader & Researcher, Grade 11

- ◆ Led a team research project examining how Beijing cafés function as “third spaces” for young consumers and how emotional comfort, solitude, and perceived safety translate into commercial value.
- ◆ Co-designed and administered a survey yielding 182 valid responses; analyzed relationships between emotional experience and consumer behavior, identifying a significant correlation between emotional comfort and willingness to stay longer.
- ◆ Conducted semi-structured interviews with 12 young café users and field research at cafés and other “loneliness economy” spaces across Beijing to investigate psychological motivations, spatial preferences, and consumption patterns.
- ◆ Synthesized quantitative and qualitative findings into a 5-page research report and led the development of actionable recommendations for a café to improve customer retention, repeat visits, and spending through space and experience design.

Communities & Volunteer Activities

Peer Makeup Workshop & Volunteer Activity

Organizer, Makeup Artist, Grade 10-12

- ◆ Self-studied makeup through online courses and regular practice, developing skills in base makeup, eyebrow shaping, lip makeup, and styling for different occasions.
- ◆ Organized 3 informal peer makeup workshops for ~20 students, teaching beginner-friendly techniques and encouraging participants to use makeup as a form of self-expression rather than conformity to beauty standards.
- ◆ Volunteered to provide makeup and styling for 30+ classmates across 4 school events, including New Year celebrations and arts festivals, helping peers prepare for performances and special occasions..

Extracurricular Activities

Business Club

Co-founder, Grade 10-12

- ◆ Co-founded the school Business Club to build a peer-learning community for students interested in economics, business, and academic competitions.
- ◆ Mentored Grade 10 students preparing for the National Economics Challenge (NEC), guiding their review of competition-related economics concepts and sharing study resources and preparation strategies.
- ◆ Led two NEC preparation and experience-sharing sessions covering competition format, study approaches, and practical lessons from prior competition experience.

Adolescent Weight Management Health Guide

Deputy Editor, Grade 11

- ◆ Independently designed a survey to explore teenagers' perceptions, misconceptions, and concerns regarding body weight, weight-loss medications, and fitness.
- ◆ Analyzed **survey findings** to define the guide's content positioning, visual style, and accessible, youth-friendly tone, translating health research into engaging and easy-to-understand educational content for adolescent readers..
- ◆ Developed a distribution and outreach strategy, identifying effective channels and follow-up activities to expand the guide's reach among adolescent audiences.
- ◆ Learned to adapt creatively, motivate teammates, and persevere in promoting underrepresented activities.

"Threads of Time" — Traditional Beijing Clothing Culture Exhibition

Exhibition Planning Team Member, Grade 11

- ◆ Collaborated to design a campus exhibition tracing the evolution of materials and aesthetics in traditional Beijing clothing, with three themed sections spanning Ming–Qing brocade, qipao, and contemporary reinterpretations.
- ◆ Designed visitor flow and interactive experiences, including hands-on comparisons of silk, cotton, and linen, a traditional-pattern dialogue wall, and texture displays to encourage visitors to explore textile heritage through touch and observation.
- ◆ Developed and presented the exhibition proposal in a school-wide team competition, earning Third Prize for the group's curatorial concept and exhibition design.

Personal Interest: Snowboarding

Self-taught Snowboarder, Grade 9-12

- ◆ Practiced approximately 10+ times each winter season, developing riding skills through independent practice, repeated trial and error, and steady progression across different slopes.
- ◆ Introduced friends to snowboarding and taught her younger brother basic techniques, safety practices, and appropriate ski clothing and gear selection.
- ◆ Returned to the slopes after a semester of recovery from a sciatic nerve injury caused by repeated falls, continuing to practice and building greater confidence through persistence and improvement.

Internship

Health-Ade (Generous Brands) Consumer Behavior & Insights Externship

Consumer Insights Extern, Grade 11

- ◆ Investigated consumer decision-making across Health-Ade, Bolthouse Farms, and Evolution Fresh, developing consumer profiles and purchase decision hypotheses using the AIDA framework.
- ◆ Designed and deployed online and in-person consumer surveys, collecting 20+ responses and analyzing survey/interview data to identify patterns behind consumers' choices among kombucha, cold-pressed juice, and protein smoothies.
- ◆ Conducted competitive benchmarking against major beverage brands to compare consumer

positioning and identify potential gaps and differentiation opportunities for Generous Brands.

- ◆ Synthesized consumer research and competitive findings into a consulting-style recommendation using the Pyramid Principle; developed a stakeholder-ready presentation and recorded walkthrough proposing actionable next steps.