

XUEBO SHEN

HEALTH DATA | BIOMEDICAL RESEARCH | MARKETING ANALYTICS

Auckland, New Zealand / Shanghai, China

+64 21 940 095 / +86 13585664139

carolineshenxb@gmail.com / carolineshenxb@163.com

For more information, please visit my Interactive Career Profile: www.xueboshen.com

PROFESSIONAL PROFILE

Interdisciplinary professional with a background in medicine, health sciences, data analytics and commercial analysis, with experience across research, clinical practice and the pharmaceutical industry. Skilled in R, Python, Excel and Power BI, with hands-on experience developing AI-assisted products and automated workflows. Strong in analytical problem-solving, rapid learning and structuring complex or ambiguous information into clear, actionable solutions. Fluent in Mandarin and professionally proficient in English.

CORE CAPABILITIES

- **Data analysis and visualisation:** R, Python, Excel and Power BI; data cleaning, statistical analysis, data visualisation and interpretation of findings.
- **AI applications and workflows:** Heavy user of large language models, AI agents and AI-assisted coding tools such as Codex; hands-on experience developing AI workflows and AI product prototypes.
- **Research and evidence analysis:** Literature searching, critical appraisal, research design, scientific writing and quantitative research, with experience across biomedical and health-science contexts.
- **Marketing and business analysis:** Experience in social-media and e-commerce analytics, Shopify operations, EDM campaigns and commercial insight generation.
- **Communication and productivity tools:** Proficient in Microsoft Word, PowerPoint and Excel for report writing, presentation development and analytical work.

EDUCATION

- Master of Health Sciences** | The University of Auckland **Feb 2025 - Present**
Thesis research focuses on young adults' responses to alcohol advertising and gender-targeted marketing.
- Bachelor of Medicine - Forensic Medicine** | Fudan University (QS26) **2019 - 2024**
Focus on forensic toxicology; training across medical biology, clinical medicine and forensic medicine.

PROFESSIONAL EXPERIENCE

- Part-time shop assistant** | Neverland Kids Playground | Auckland **Feb 2026 - Present**
- Provide customer service across on-site, phone and email enquiries while supporting safe, orderly daily operations.
 - Handle cashier duties, cleaning, food and beverage preparation, and support seasonal activities.
- Data Analytics Intern** | Eli Lilly (Shanghai) Management Co. Ltd | Shanghai **Nov 2025 - Jan 2026**
- Supported a '5+1' KPI framework for GLP-1 marketing across Xiaohongshu, Douyin, Ali Health and JD Health, aligning metric definitions and data-cleaning standards with Marketing, E-commerce and BI&A teams.
 - Helped develop automated data-upload and dashboard-update workflows; created data dictionaries and UI specifications and tracked cross-functional requirements and project progress.
- Marketing Assistant** | Zhejiang Shichuang Optical Thin Film Manufacturing Co. Ltd | Hangzhou **Aug 2024 - Feb 2025**
- Supported U.S.-market promotion of paint-protection film through social media, Shopify and EDM campaigns.
 - Analysed customer, order, sales and competitor data to support marketing, inventory and promotional decisions.
- Clinical Intern** | Jinshan Hospital | Shanghai **Jun 2023 - Jan 2024**
- Completed multidisciplinary clinical rotations in internal medicine, surgery, paediatrics, obstetrics and gynaecology, and emergency medicine.

AI PROJECTS

CareerBot | AI Career Assistant | www.xueboshen.com

- Built a bilingual RAG-based career assistant that answers questions using verified personal profile materials.
- Developed the full-stack application and deployed it on Vercel.

Riichi Content Workflow | AI Content Automation

- Built a Python-based workflow to automate Bilibili content discovery, screening, deduplication, categorisation and Google Docs updates.
- Developed from a real content-maintenance need; the core resource collection received 6,000+ saves and 1,100+ likes.

GATE AI Demo | AI Critical Appraisal Tool | <https://gate-ai-lilac.vercel.app> (Beta - availability may vary)

- Designed an AI-assisted GATE appraisal tool combining LLMs, deterministic calculations and human review.
- Developed structured judgement labels, evidence grounding and validation mechanisms to improve output reliability and traceability.

SELECTED RESEARCH PROJECTS

- **Alcohol advertising and pink marketing (2025-Present):** Conducting an ethics-approved online study of New Zealand young adults' responses to gender-targeted Instagram alcohol advertising; developed the Qualtrics survey and analysed repeated-measures data using R.
- **Nitrite interference in carboxyhaemoglobin measurement (2022-2024):** Investigated measurement interference using UV-Vis spectroscopy and blood-gas analysis; published the work as a co-first author.
- **N-ethylpentylone developmental toxicity (2020-2023):** Conducted zebrafish experiments and analysed RNA-seq data to examine neurological and cardiovascular effects; presented at the TIAFT 2022 Annual Meeting.
- **Ethyl sulphate as a postmortem alcohol biomarker (2020-2022):** Developed rabbit models and analysed ethanol, EtG and EtS in blood and vitreous humour using HS-GC and LC-MS/MS; contributed to a peer-reviewed publication.

PUBLICATIONS

- Hong G, Wang H, Lin Z, Cao L, Shen X, et al. Ethyl sulfate in blood shows the potential to distinguish alcoholic death and postmortem alcohol instillation. *Legal Medicine*. 2023;60:102175. doi:10.1016/j.legalmed.2022.102175.
- Shen X, Hang T, Lin Y, et al. An experimental study on the interference of nitrite in the detection of carboxyhemoglobin saturation. *Chinese Journal of Forensic Medicine*. 2024;39(2):187-191. doi:10.13618/j.issn.1001-5728.2024.02.013.

ADDITIONAL INFORMATION

English and Mandarin (spoken and written) | IELTS 7.5 | New Zealand Resident Visa