

ETHAN JIN

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EDUCATION

Shanghai American School, Pudong, Shanghai, China

Sep 2021-Jun 2025

International Baccalaureate **GPA:** 3.9/4.0/(Unweighted) **Class Valedictorian**

SAT: 1530 (800 Math; 730 English)

Junior Courses: *AP Calculus BC (5); AP Macroeconomics (5); AP Microeconomics (5); AP Physics 1 (5); AP Statistics (5); AP English Language and Composition (4); IB Business Management HL (7)*

Senior Courses: *AP Psychology (4); AP English Literature and Composition (5); AP Environmental Science; IB Business Management HL (7); Multivariable Calculus*

Awards & Recognitions: *IEO China Round Bronze; UKMT SMC Gold; GFSC Global Finalists Silver Medal; WEC 2nd in China; Outstanding Innovator; Summa Cum Laude*

PUBLICATION

Jin, Ethan. (2025). Price Anchoring Effect's Implications on Marketing with the 6-STEPPS Framework. Finance & Economics. 1. 10.61173/hfk8qe29.

INTERNSHIP EXPERIENCE

Jinge Asset Management, Asset Management Intern

Jun 2025-Aug 2025

- Analyzed financial product structures; assessed risk management frameworks; evaluated performance metrics to support investment decision-making.
- Conducted quantitative research using R to back test a multi-factor investment model, identifying key drivers of alpha generation.
- Produced a detailed analytical report on the UBL factor, presenting findings on its predictive power and practical applications in portfolio strategy.

RESEARCH EXPERIENCE

Price Anchoring Effect's Implications on Marketing with the 6-STEPPS Framework, Sep 2024-Jun 2025
Researcher; Supervised by Professor Jonah Berger

- Investigated the price anchoring effect by leveraging a case study with 240 participants across high/low/internal anchor groups.
- Demonstrated that high anchors led to higher perceived product valuations, while low anchors skewed judgments toward affordability.
- Proposed pairing exaggerated original prices with current discounts to amplify perceived value and launching premium/lower-tier product versions to anchor consumer expectations.

LEADERSHIP HIGHLIGHTS

The Orange Project, Founder

Dec 2023-Present

- Imported 1 ton of oranges to Shanghai from Langzhong, Sichuan, generating a five-figure monthly surplus to support Sichuan farmers.
- Recorded farmers' daily operations and struggles; presented documentaries at exhibitions to help raise public awareness on these marginalized agricultural issues.
- Continuously refine pre- and post-project questionnaires for farmers, integrating algorithmic promotion strategies to enhance their livestream sales and deal outcomes.

Citizen Action Council, Chief Executive

Apr 2023-May 2025

- Hosted service-related workshops with 20+ service clubs in Shanghai American School.
- Led safeguarding trainings for clubs supporting vulnerable groups, equipping members with best practices for interacting with orphans, individuals with disabilities, elders, and other disadvantaged populations.
- Created and displayed a documentary on Black History Month (February) across campus.

Club Business & Economics (Club BE), Vice President

Apr 2023-May 2025

- Hosted club meetings year-round, including business case simulations, business case debates, film watching etc.
- Gathered students for external business/economics contests and successfully coached 6 FBLA winners, and the second place in China for the World Economics Cup.
- Facilitated Business & Economics Week to provide mutual learning spaces for students of diverse interests.

LANGUAGES & SKILLS

Languages: English (Native); Chinese (Native)