

KHAN Atteqa

LinkedIn: [linkedin.com/in/atteqa-khan-69a007281](https://www.linkedin.com/in/atteqa-khan-69a007281) • k.atteqa.27@gmail.com • (+852) 6549 1563

EDUCATION

The University of Hong Kong

Sep 2023 – Present

Bachelor of Business Administration – Major in Finance, Minor in Sustainability

- 24/25 GPA: 3.48 / 4.0
- Scholarships: Swire Trust Tomorrow Scholar; EMPOWER Scholar (The Amber Foundation)
- Relevant Coursework: Corporate Finance, Financial Accounting, Microeconomics, Macroeconomics, Investment & Portfolio Analysis, Insurance, Sustainable Finance

PROFESSIONAL EXPERIENCE

180 DEGREES CONSULTING, *Consultant*

Sep 2025 – Present

- Built financial model projecting HKD 7.05M annual revenue based on 1,000 trial students and 10% conversion assumption; calculated CAC of HKD 577 to guide marketing budget allocation and financial decision-making
- Analysed cost structure across 5 categories to evaluate unit economics, pricing implications, and business performance
- Developed P&L forecast and resource allocation recommendations; presented financial analysis to client leadership
- Supported strategic decision-making by identifying assumptions, testing scenarios, and translating data into actionable recommendations.

FOUNDATION OF SHARED IMPACT (FSI), *Community Support Intern*

Jul 2024 – Present

- Managed content development and data coordination for Guidefong, Hong Kong's first online business directory
- Analysed platform engagement metrics to identify improvement opportunities; achieved 15% increase in engagement
- Worked with internal stakeholders to maintain project progress and support timely execution of platform initiatives.

BIRD & BIRD LLP, *Business Intern*

Jun 2024

- Conducted sector and client research; synthesised findings into Excel dashboards and strategic summaries for senior stakeholders
- Identified collaboration opportunities for 10+ high-value accounts through data extraction and pattern analysis

PROJECTS & RESEARCH EXPERIENCE

OLIVER WYMAN CASE COMPETITION 2026 – Agentic AI in Skincare (Medicube)

Mar 2026 – Present

- Analysed how Agentic AI affects consumer behaviour and brand operations; developed strategic recommendations focused on AI personalisation and predictive CRM strategy
- Assessed market dynamics, competitor positioning, and external factors to support commercial and digital transformation strategy

EDUMAP AI – Business Venture

Sep 2025 – Dec 2025

- Built 5-year financial projections (P&L, unit economics, sensitivity analysis) to support HKD 15.5M funding strategy
- Developed AI-powered platform concept requiring data extraction, processing, and pattern identification to inform product development
- Collaborated with cross-functional team of 6 to design user journey and operational roadmap
- Balanced commercial, operational, and financial considerations while developing a scalable business case.

HKUG FINANCIAL PLANNERS OF THE YEAR AWARD 2025 – Shortlisted

Sep 2025 – Dec 2025

- Analysed client financial data to develop investment allocation, risk management, and retirement strategies
- Presented evidence-based recommendations to industry judges from major financial institutions

KCC CASE COMPETITION – Global Expansion Strategy for BYD

June 2024

- Conducted market research and competitor analysis, and regulatory assessment across US, Europe, and Southeast Asia to support international expansion strategy

LEADERSHIP & EXTRACURRICULAR

Basketball Team, *Team Captain*

- Lead team strategy and coordination; developed communication and collaboration skills

HKTDC Trade Ambassador Programme, *Participant*

- Represented HKU at trade events; gained exposure to regulatory and cross-border business environments

100 Women in Finance JumpStart Program, *Participant*

- Completed foundational finance industry training; built understanding of financial markets and regulation

AWARDS, SKILLS & INTERESTS

- **Languages:** English (Native), Cantonese (Fluent), Urdu (Fluent), Pashto (Fluent)
- **Software:** Microsoft Excel (Pivot Tables, data analysis, basic modelling), PowerPoint, Word, Chinese Word Processing
- **Other Tools:** HubSpot, SendGrid, Canva, Shoptline
- **Interests:** AI & Technology, Sustainability, Business transformation