

KATHERINE ZHANG

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EDUCATION

University of Southern California, Los Angeles, CA

May 2021

Marshall School of Business

B.S, Business Administration

Minors: Public Relations and Advertising

Relevant Coursework: Advertising and Promotion Management, Communication Strategy in Business, Management Accounting, and Applied Business Statistics

WORK EXPERIENCE

Tractus Asia, Bangkok, Thailand

May 2019-August 2019

Marketing and Analytical Research Intern

- Conducted market research and assisted consultants in proposals for ten new clients
- Created marketing materials and weekly newsletters for Tractus offices located around Asia
- Assisted in updating social media accounts with sector overviews and client biographies

Cultural Relations and University Events, Los Angeles, CA

August 2018-Present

Event Coordinator

- Plan and execute professional university events including Presidential and Associates dinners
- Assist in preparation of 30+ USC social and cultural events across campus departments
- Coordinate guest lists and organize updated itinerary weekly for clients

Adore Creative, Los Angeles, CA

November 2018-May 2019

Marketing and Advertising Intern

- Used digital marketing to propose innovative strategies that improved ad efficiency by 15%
- Created advertisement templates and marketing plans for 25+ client projects
- Analyzed data to generate insight on campaign executions and areas for business growth

Rich Lai International Inc., El Monte, CA

April 2017-December 2017

Event Coordinator

- Organized and managed various schedules for 10+ international travel agencies
- Negotiated with travel agencies and clients in both Mandarin and English
- Gained promotional experience conceptualizing company newsletters

LEADERSHIP EXPERIENCE

SOCIETY OF COSMETIC CHEMIST, University of Southern California

January 2019-Present

VP of Professional Development

- Assist product development and formula preparations in the cosmetic labs
- Network with industry professionals to connect SCC students with industry resources
- Participate and plan 10+ training opportunities at various events monthly on and off campus

UNDERGRADUATE STUDENT GOVERNMENT, University of Southern California

May 2018-Present

Marketing Coordinator

- Plan, organize, and create events and performances for the Performing Arts Committee
- Lead fundraising events across all performing arts groups, earning over \$10,000 in one year
- Work with a diverse group of student leaders throughout various performing arts organizations

SKILLS

- Bilingual in English and Mandarin
- Advanced in Microsoft Word, PowerPoint, Outlook, and Excel
- Social Media (Facebook, Instagram, LinkedIn), Market Analysis, and Digital Marketing