

KATHERINE ZHANG

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EDUCATION

University of Southern California, Los Angeles, CA

May 2021

B.B.A, Business Administration

Relevant Coursework: Principles of Marketing, Principles of International Business, Microeconomics, and Business Statistics

WORK EXPERIENCE

Adore Creative, Los Angeles, CA

Nov 2018 –Present

Marketing and Advertising Intern

- Assist in market research and analytical data to approach advertising ideas
- Create advertisement templates and marketing plan for client projects
- Utilize Photoshop to create design templates and content for clients

C.R.U.E, Los Angeles, CA

Aug 2018-Present

Event Coordinator

- Host professional and university events for presidential and associate dinners
- Assist in preparations for USC social events, tailgates, and performance concerts
- Prepare invitations, directional signs, and other tasks to ensure successful events

RICH LAI INTERNATIONAL INC., El Monte, CA

April 2017- Dec 2017

Event Coordinator

- Organized and managed various schedules for ten international travel agencies
- Exercised bilingual speaking abilities when communicating 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 Events

- Host events for students to gain more exposure in the cosmetic labs
- Collaborate with cosmetic brands to work with USC students interested within the industry
- Plan out logistics of all on campus and off campus events held by the organization

UNITED STUDENT GOVERNMENT (USG), University of Southern California

Sept 2018 – Present

Marketing Coordinator

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

SKILLS

- Bilingual in English and Chinese (Mandarin)
- Advanced skills in Microsoft Word, PowerPoint, Outlook, and Excel
- Proficient in Adobe Photoshop