

# Wanting Echo Zhao

📍 Kuala Lumpur, Malaysia; China | ✉ echozhao1998@gmail.com | 📞 +86 156 8512 3686  
🔗 [linkedin.com/in/wantingechozhao](https://www.linkedin.com/in/wantingechozhao) | Oral Hearing Impaired (Deaf)

*Inclusive experience advocate and analytical communicator with 3+ years of cross-functional experience in DEI research, talent development support, content design, and multicultural communication. Skilled in transforming complex insights into accessible training materials, supporting workshop execution, and conducting structured DEI benchmarking.*

*Experience includes leading DEI & Employer Branding research for Clearwater International, completing PwC's Inclusion & Diversity Mentee Certification, and driving Accessibility & Diversity (DNA) initiatives at Apple. Currently pursuing a Master's in Data Science and passionate about advancing gender equity, disability inclusion, and people-centered workplace practices.*

## DEI & TALENT DEVELOPMENT EXPERIENCE

### Clearwater International — DEI & Employer Branding Research Lead (Consulting Project)

Jul 2025

- Led research on DEI visibility, gender equity practices, and employer branding strategies across 18 global competitors (Big Four, mid-tier, boutique).
- Evaluated certification pathways (IIP, Good Work Standard, Best Companies) and produced actionable recommendations for improving external DEI storytelling.
- Authored a 30-page research handbook and delivered a 30-minute executive presentation outlining strategic pathways for inclusive employer branding.
- Synthesized qualitative and quantitative insights into a structured framework usable by HR, People & Culture, and leadership teams.

### PwC China — Inclusion & Diversity Mentee Certification

Jun 2024 - Aug 2024

- Completed structured DEI training focused on gender equality, disability inclusion, allyship, and organizational culture.
- Participated in case discussions on inclusive leadership, bias reduction, and equitable hiring practices.
- Applied DEI frameworks to personal lived experience as a Deaf professional to advocate for accessible communication.

### Apple (Shenzhen) — Diversity & Accessibility (DNA) Ambassador

Apr 2023 - Apr 2024

- Co-led DNA (Diversity & Accessibility) sessions for regional teams, promoting inclusive customer experiences and accessibility awareness.
- Educated staff on communication strategies for Deaf and diverse customers, improving team confidence in serving underrepresented groups.
- Contributed to internal initiatives that strengthened belonging, empathy, and inclusive service culture.

## WORK EXPERIENCE

### Apple Inc. — Operations Specialist | Business Expert | Specialist

Shenzhen, China | Oct 2021 - Apr 2024

#### Operations Specialist

- Analyzed retail performance and optimized product mix strategy, generating 10%–17% growth in targeted weeks.
- Designed and standardized 10 major operational workflow modules, reducing errors to below 1%.
- Coordinated high-stakes business deliveries, including a 22-device launch-day fulfillment praised for accuracy and speed.

## WORK EXPERIENCE

### Apple Inc. — Operations Specialist | Business Expert | Specialist

Shenzhen, China | Oct 2021 – Apr 2024

#### Business Expert

- Drove ¥420,653 in revenue through strategic customer engagement and data-driven communication.
- Conducted a rapid audit of 428 retail businesses, identifying new sales opportunities and supporting market expansion.
- Organized a month-long business development initiative for 150 staff, increasing qualified leads by 30%.

#### Specialist

- Delivered patient, accessible product guidance for diverse customers, contributing to high CSAT scores.
- Supported newcomer onboarding and modeled customer-centric communication.

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## PROJECTS

### Harvard China Education Symposium – Design Director

Nov 2024 – Nov 2025

- Lead an 8-member design team producing 100+ visual and written assets for a 500-attendee conference.
- Developed inclusive communication and visual guidelines to support eight departments with multicultural audiences.
- Contributed to workshop material preparation and ensured accessibility in design and content presentation.

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## EDUCATION

### Monash University Malaysia

Master of Data Science (In Progress)

Feb 2025 – Jul 2027 (Expected)

### Huaqiao University, China

Bachelor in Statistics

Sep 2016 – Jul 2021

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## SKILLS

#### Research & Analysis

DEI benchmarking · Gender policy analysis · Desk research · Insight synthesis · Competitor studies

#### Content & Communication

Training deck creation · Visual storytelling · Structured writing · Inclusive communication · Multicultural messaging

#### Data Tools

SQL · Tableau · Python · Google Workspace · Apple Numbers · Excel

#### Design Tools

Canva (Advanced) · Affinity Suites (Intermediate)

#### Languages

Mandarin (Native) · English (Strong Reading/Writing; Fluent Speaking) · Chinese/Malaysia Sign Language (Basic)

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## INCLUSIVE PERSPECTIVE

As a Deaf professional, I bring an authentic understanding of accessibility, empathy-driven communication, and inclusive workplace design. My lived experience strengthens my ability to contribute to DEI programs with depth, sincerity, and impact.