

# Wanting Echo Zhao

📍 Kuala Lumpur, Malaysia; China | 📩 echozhao1998@gmail.com | ☎ +86 156 8512 3686  
🔗 [linkedin.com/in/wantingechozhao](https://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.