

Ethan Zhang

Italy | Male | 23

Work Highlights:

- Alibaba Group (Business Development Intern, 6 months): Market research, competitor analysis, KPI tracking, preparing reports for management.
- Tencent (Marketing Analyst Intern, 6 months): Social media campaigns, engagement tracking, data visualization, weekly reports, cross-team collaboration.

Learning &

EDUCATION

- Bachelor in International Business, Fudan University, 2022: Marketing, Finance, Strategy. Capstone: Market entry strategy for tech products in Southeast Asia.

Side

SKILLS

Excel, PowerPoint, Data Analysis, Market Research, Communication, Project Management

PROJECTS

- Market Penetration Analysis, Social Media Campaign Study

LANGUAGES

English (fluent), Mandarin (native), French (basic)

HOBBIES

Traveling, cooking, photography, esports

REFERENCES

Li Wei (Alibaba), Zhang Min (Tencent)

ACHIEVEMENTS

Internship Excellence Award, Capstone recognition