

# Ethan Zhang

China | 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