

# Ethan Zhang

China | Male | 28

## 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