

# AIMEE ZHENG

1126 Redding Dr, United States • Troy, MI 48098  
aimeez@umich.edu • (248) 953-7868 • [linkedin.com/in/aimee-zheng](https://www.linkedin.com/in/aimee-zheng)

<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>Stephen M. Ross School of Business</b> Bachelor of Business Administration, May 2024 <ul style="list-style-type: none"><li>• Cumulative GPA: 4.00/4.00   ACT: 36   SAT: 1580</li><li>• Recipient of William J. Branstrom Prize (top 5% of class)</li></ul>	<b>Ann Arbor, MI</b>
<b>EXPERIENCE</b>	<b>GENERAL MOTORS CORPORATION</b>	<b>Detroit, MI</b>
<b>2022-Present</b>	<b>Incoming Product Marketing Intern</b>	
<b>2021-Present</b>	<b>BOND CONSULTING GROUP</b> <b>Senior Consultant</b> <ul style="list-style-type: none"><li>• Streamlined global animal welfare non-profit operations through market research and financial data analysis, assessing points of weakness to support client business activities resulting in projected impact and revenue increases</li><li>• Designed initiatives to augment reach to underserved areas with strategic implementation and needs evaluation, expanding partnerships and application of new technologies while maintaining self-sufficiency</li><li>• Developed 10-metric cost model for client to implement new care initiatives, focusing on market research and direct feedback to maximize accuracy and long-term use</li></ul>	<b>Ann Arbor, MI</b>
<b>2021-Present</b>	<b>PHI BETA LAMBDA PROFESSIONAL BUSINESS FRATERNITY</b> <b>VP Communication</b> <ul style="list-style-type: none"><li>• Created and executed school-wide social media strategy across Facebook, Instagram, and LinkedIn, increasing social media lead generation by 81.1%</li><li>• Directed a team of 4 to collaborate on business analytics, project development, and improving overall marketing vision</li><li>• Utilized Photoshop and Canva iteratively to form compelling and cohesive visuals for marketing content, prioritizing alignment with fraternity mission and maintaining constant communication, enabling flexibility and efficiency in short time frames</li></ul>	<b>Ann Arbor, MI</b>
<b>2021</b>	<b>CISCO SYSTEMS, INC.</b> <b>Magnify Human Capital Consulting Intern</b> <ul style="list-style-type: none"><li>• Selected to engage in Ross Center of Positive Organizations immersion program and studied the intersection of positive psychology, human capital, and the science of thriving through Positive Organizational Scholarship, learning how to use positivity to increase efficiency and flourishing in businesses and organizations</li><li>• Collaborated with team of 6 over 7 weeks to conduct field research at Cisco, interviewing 15 representatives, VPs, and consultants to identify pain points, develop strategies, and form pathways of implementation to optimize workplace productivity and positivity</li></ul>	<b>Ann Arbor, MI</b>
<b>2017-2020</b>	<b>LONGLONG DIGITAL ARTS</b> <b>Founder</b> <ul style="list-style-type: none"><li>• Established intensive summer program to teach 35+ students how to use digital art programs such as Photoshop, Paint Tool SAI, and Krita, improving digital literacy and students' accessibility to software, as well as earning a revenue of over \$2000.</li><li>• Partnered with 4 local companies for students to create graphic design logos and advertisements in competitions, raising community awareness and fundraising through monetary voting system</li></ul>	<b>Troy, MI</b>
<b>2018-2019</b>	<b>LIFE TIME FITNESS</b> <b>Swim Coach &amp; Instructor</b> <ul style="list-style-type: none"><li>• Coached and improved the performance of over 25 athletes through execution of a fast-paced, challenging training program and bookkeeping both swim patterns and attendance, winning 1st in LifeTime swim meets across Michigan</li></ul>	<b>Troy, MI</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>• Skills: Excel, Python, C++, Photoshop, SQLite</li><li>• Researcher of Positive Organizational Scholarship at Michigan Medicine Dept. of Radiology</li><li>• Part-time streamer on Twitch.tv for video games</li><li>• Captain of swim, synchronized swimming, and water polo, competing on national and state level</li><li>• Avid oil painter, particularly portraiture and surrealism</li></ul>	