

BRYAN ZHAO

bryan.y.zhao@gmail.com ▪ (206) 910 7840 ▪ 11024 Strathmore Drive, Apt. 202, Los Angeles, CA 90024

EDUCATION

University of California, Los Angeles

Los Angeles, CA

Bachelor of Science in Mathematics, Specialization in Computing, Linguistics Minor

Expected Jun 2021

- **Cumulative GPA:** 3.99/4.00
- **Coursework:** Applications of Java, Programming in C++, Probability Theory, Discrete Structures, Statistical Reasoning, Real Analysis, Linear Algebra, Differential Equations, Multivariable Calculus, Microeconomic Theory
- **Awards and Honors:** 2019 L.E.K. Consulting Case Competition (Finalist), Dean's Honors List
- **Test Scores:** ACT – 35/36, SAT I – 1580/1600, SAT II Math II – 800/800, SAT II French Language – 800/800

WORK EXPERIENCE

Archytas Ventures

Los Angeles, CA

Summer Analyst and Web Development Intern

Jun 2019 – Present

- Redesigned a portfolio company website using HTML, CSS, and PHP; integrated contact form with the firm's CRM
- Performed ongoing SEO on two sites by reducing load times by 60% and updating meta tags and Schema markup
- Improved Google Ads campaigns by targeting clickthrough rates and using negative keywords and responsive ads
- Created pitch decks, one-pagers, newsletters, and other collateral for both the firm and its portfolio companies

MetaHelm (Management Consulting Startup)

Seattle, WA

Marketing and Communications Intern

Jun 2018 – Dec 2018

- Pitched new business model to prospective clients by writing copy on updated company purpose and services
- Instituted a cohesive visual theme for the website by designing a proprietary library of 38 custom graphic elements
- Researched competitive landscape and industry trends in presentation coaching and visual facilitation

BellaNove (E-commerce Startup)

Los Angeles, CA

Business Development and Public Relations Intern

May 2018 – Oct 2018

- Authored press releases and initiated partnerships with online publications such as Ms. JD and Fashion Mamas
- Managed a marketing content calendar and boosted email engagement through weekly newsletter campaigns
- Constructed a new layout for BellaNove's blog and produced written content on maternity-related topics

Youth Center on Highland, LA LGBT Center

Los Angeles, CA

Service Learning Tutor

Sep 2017 – Dec 2017

- Mentored several members obtaining their high school diploma and tutored for high school-level math and history
- Completed training on conflict resolution, pronoun usage, gender identity, and signs of sexual and domestic assault

LEADERSHIP & ACTIVITIES

Bruin Consulting

Los Angeles, CA

Senior Consultant

Oct 2018 – Present

- Advised a Fortune 500 company on customer needs and technological trends within customer experience
- Conducted expert interviews, gathered 1200+ survey responses, and presented final deliverable to a panel of VPs
- Analyzed data from 600+ college students to recommend best onboarding practices to an investment app startup
- Led a team of four in an internal case competition to devise a roadmap for T-Mobile's expansion into 5G

Delta Sigma Pi International Business Fraternity

Los Angeles, CA

Director of Marketing, Summer/Fall 2018

Feb 2018 – Present

- Spearheaded new marketing strategy and achieved highest recruitment attendance in four years (200+ attendees)
- Increased engagement in various recruitment activities by implementing a system of incentives for participation
- Designed flyers, shirts, Facebook banners, and other marketing assets in Photoshop to use during recruitment

Le Cercle Francophone (UCLA French Society)

Los Angeles, CA

Officer

Oct 2017 – Jun 2018

- Led grammar review sessions and planned guest speaker panels, potlucks, and other language immersion events

ADDITIONAL

Skills: Photoshop, PowerPoint, Excel, WordPress, Google Ads, Mailchimp, LaTeX, fluent in French and Mandarin

Programming: Proficient in Java, JavaScript, C++, HTML, and CSS; familiar with PHP

Interests: Learning languages, EDM and live music, oil painting, *Game of Thrones*, piano (12 years of training), skiing