

# Kenneth Zhang

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## EDUCATION

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**University of Southern California, College of Letters, Arts, and Sciences**

Los Angeles, CA

*Bachelor of Arts in Economic*

December 2021

*Minor in Applied Analytics*

**Relevant Coursework:** Programming in Python, Introduction to Data Analytics, Economic Policy and Econometric Statistics

**Certificates:** KPMG Data Analytics Virtual Internship, BCG Strategy Consulting Virtual Experience Program

## PROFESSIONAL EXPERIENCE

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**USC MBA PM Office**

Los Angeles, CA

*Student Worker*

May 2019 - Present

- Answered phone calls, emails, and organized over 10,000 student files.
- Organized and recorded the attendance for events such as Career Fairs and meet the firms.

**Seltzer Licensing Group**

El Segundo, CA

*Research Intern*

June 2019- August 2019

- Worked with senior managers to do financial forecasting by doing calculations such as minimum guarantees, sales- based royalties, and advances for a \$20 million company.
- Conducted market analyses that drove the creation of new products and licensing opportunities.
- Evaluated and organized pitch decks, financial plans, and product designs from potential clients.

**The Gotham Group**

West Hollywood, CA

*Development Intern*

January 2019 – May 2019

- Interfaced with high-profile clients and provided office support for all departments.
- Assisted the managers with their daily tasks by helping track the trades, updating the internal grids, and completing research projects.

## LEADERSHIP EXPERIENCE

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**Alpha Phi Omega, University of Southern California**

Los Angeles, CA

*Finance Director*

December 2020 – May 2020

- Held multiple fundraisers that raised over \$100,000 such as creating custom stickers and hosting events.
- Maintained club's finances for over 500+ members and helped with reimbursements and payments.
- Hosted and organized over 40 philanthropy events such as feeding the homeless, tutoring underprivileged kids, etc.

**Data Science Club, University of Southern California.**

Los Angeles, CA

*Programmer*

August 2019 - Present

- Taught members how to access databases using SQL, and how to visualize and present the data.
- Organized and participated in event such as coding workshops and competitions such as Data Fest.

**Speakers Committee, University of Southern California**

Los Angeles, CA

*Assistant Director*

December 2019 – May 2019

- Oversaw the allocation of a \$110,000 budget while working collaboratively with our co-sponsors.
- Managed multiple projects and helped coordinate logistics and correspondence for on-campus events.
- Performed return on investment calculations for speakers' events to see if the cost of paying the speaker will generate a turnout large enough to cover the cost, some famous figures include Queer Eye and Kobe Bryant.

## SKILLS & INTERESTS

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**Languages:** Advanced in speaking and communicating in Chinese Mandarin

**Technical Skills:** Advanced in Microsoft Office, Proficient in Python, HTML, CSS, SQL, MongoDB, and Tableau.

**Interests:** Golfing, surfing, drumming, backpacking, and traveling.