# Kenneth Zhang

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## EDUCATION

**University of Southern California, College of Letters, Arts, and Sciences**                    Los Angeles, CA
*Bachelor of Arts in Economics*                    December 2021
*Minor in Applied Analytics*
*Overall GPA: 3.245*
*Major GPA: 3.35*
**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

**USC MBA Office**                    Los Angeles, CA
*Student Worker*                    May 2019 – July 2020
- Organized and filed budgets for reimbursements, purchase orders, and check requests.
- Interacted and provided support for over 1000+ MBA student that participated in student programs such as Career Fairs and Meet the Firms.

**Seltzer Licensing Group**                    El Segundo, CA
*Research Intern*                    June 2019- August 2019
- Worked with global brand licensing managers to evaluate and negotiate deals and proposals for potential company and brand partnerships.
- Conducted market analysis and analyzed industry reports that led to the creation of new products and licensing opportunities such as The Office themed Funko Pops.
- Provided financial forecasting by doing calculations such as minimum guarantees, royalties, and advances for potential licensees who want to license out and use our clients IP.

**The Gotham Group**                    West Hollywood, CA
*Development Intern*                    January 2019 – May 2019
- Participated in team meetings to discuss timeline and potential improvements on current projects in development such as The Maze Runner Series and The Spiderwick Chronicles.
- Read and wrote coverage for project proposals and pitch decks from potential clients.
- Managed the executive's daily tasks such as proofreading informational packets before meetings, updating the internal grids, and completing research projects.

## LEADERSHIP EXPERIENCE

**Alpha Phi Omega, University of Southern California**                    Los Angeles, CA
*Finance Director*                    December 2020 – May 2020
- Oversaw multiple fundraising efforts that raised over $10,000 such as creating custom stickers and t-shirts.
- Developed new practices that reduced 10% of overall costs such as incentivizing drivers rather than using Uber.

**Data Science Club, University of Southern California.**                    Los Angeles, CA
*Programmer*                    August 2019 - Present
- Taught members how to access and use databases such as 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 and performed return on investment calculations for each event to assess if the event would generate enough revenue to cover the cost.
- Managed multiple projects and worked collaboratively with our co-sponsors to promote and market the event.

## SKILLS

**Languages**: Advanced in speaking and communicating in Chinese Mandarin
**Technical Skills**: Advanced in Microsoft Office, HTML, CSS, SQL, MongoDB, Tableau, and Proficient in Python.