

# 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*

May 2021

*Cumulative GPA: 3.53*

**Mt. San Antonio College**

Walnut, CA

*Associate of Arts in Business*

Transferred Aug. 2018

*GPA: 3.90*

**Relevant Coursework:** Programming in Python, Introduction to Data Analytics, Statistics for Economists, and Econometrics.

**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

- Helped market and contact multiple companies for student fairs such as Career Fairs and Meet the Firms which have over 300+ student attendees.
- Assisted office manager with completing expense reports of \$130 per month using Excel Spreadsheets.

**Seltzer Licensing Group**

El Segundo, CA

*Research Intern*

June 2019- August 2019

- Worked with global brand licensing managers to evaluate deals and proposals for potential company partnerships.
- Assisted managers with conceptualizing and implementing different marketing strategies for agency's portfolio of Fortune 500 companies such as Unilever and Safeway.
- 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.

**The Gotham Group**

West Hollywood, CA

*Development Intern*

January 2019 – May 2019

- Worked alongside project managers helping them update the internal grid and completing research projects.
- Participated in team meetings to discuss new projects and potential improvements on current projects in development such as The Maze Runner Series and The Spiderwick Chronicles.

## LEADERSHIP EXPERIENCE

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

Los Angeles, CA

*Finance Director*

August 2019 – December 2019

- Oversaw multiple fundraising efforts that raised over \$5,000 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 2018 – May 2019

- Managed multiple projects and worked collaboratively with our co-sponsors to promote and market the event.
- 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.

## SKILLS & INTERESTS

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

**Technical Skills:** Advanced in Microsoft Suite, Proficient in HTML, CSS, MySQL, Tableau, Python, and R.

**Interests:** Buying and selling stocks, drumming, and traveling.