

Kenneth Zhang

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EDUCATION

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

USC MBA PM Office

Los Angeles, CA

Student Worker

May 2019 – July 2020

- 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

- Conducted market research to come up with new brand marketing strategies and licensing opportunities for our clients such as NBC, Breyers, and Airheads.
- Worked with managers to do financial forecasting calculations for a \$20 million company.
- 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

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 and use databases like 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

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.