

# 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*

May 2021

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

## PROFESSIONAL EXPERIENCE

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**Seltzer Licensing Group**

El Segundo, CA

*Licensing Intern*

June 2019- August 2019

- Worked closely with assets managers to find and build new partnerships by either licensing out their brands or buying new brands to license with to improve their brand awareness.
- Assisted managers with helping specify payments into categories such as minimum guarantees, sales- based royalties, and advances 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

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

**USC MBA PM Office**

Los Angeles, CA

*Student Worker*

May 2019 - Present

- Answered phone calls, emails, and organized over 1,000 student files.
- Organized and recorded the attendance for events such as Career Fairs and meet the firms.

## LEADERSHIP EXPERIENCE

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

Los Angeles, CA

*Member.*

December 2019 – August 2019

- Held multiple fundraisers that raised over \$2,000 such as creating and selling custom stickers or sandwiches.
- 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

*Member*

August 2019 - Present

- Learned new coding languages such as MongoDB and Tableau during weekly meetings.
- Organized and participated in event such as workshops, competitions such as Data Fest.

**Speakers Committee, University of Southern California**

Los Angeles, CA

*Showrunner*

September 2018 – Present

- Coordinated and managed celebrity guest's speaker events for audiences of over 1,000 people.
- Worked to create partnerships with student government and other organizations to secure funding for events.
- Helped promote and raise awareness of the speaker events and committee through posters, club fairs, etc.

## 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, and SQL, MongoDB, and Tableau.

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