

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: Applied Analytics

Cumulative GPA: 3.47

Mt. San Antonio College

Walnut, CA

Associate of Arts in Business

Transferred Aug 2018

GPA: 3.90

Relevant Coursework: Fundamentals of Marketing, Introduction to Data Analytics, Organizational Business and Leadership, 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

- Contacted and collaborated with multiple companies to attend different fairs and events 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

Marketing & Research Intern

June 2019- August 2019

- Worked alongside managers to evaluate deals and proposals for content partnership and acquisitions.
- Conducted market analysis and used data driven strategies to find new licensing and company partnership opportunities such as a Suave and Marvel partnership.
- Conceptualized and implemented new market penetration strategies by doing test surveys and research interviews.

The Gotham Group

West Hollywood, CA

Marketing Intern

January 2019 – May 2019

- Assisted marketing managers with creating target demographics for each of our project releases.
- Developed marketing and promotional campaigns across all media platforms for each project release including films such as The Maze Runner Series and The Spiderwick Chronicles.

LEADERSHIP EXPERIENCE

Alpha Phi Omega, University of Southern California

Los Angeles, CA

Outreach Director

August 2019 – December 2019

- Oversaw outreach efforts that increased our member application by 10% by promoting at club fairs, on social media, and during campus events.
- Developed new practices that made it easier for students to apply such as having an online interview process.

Data Science Club, University of Southern California.

Los Angeles, CA

Product Manager

August 2019 - Present

- Taught members basic analytical skills needed for product managers such as MySQL and Tableau.
- Organized and participated in event such as workshops and competitions like Data Fest.

Speakers Committee, University of Southern California

Los Angeles, CA

Assistant Director

December 2018 – May 2019

- Managed multiple projects and worked cross-functionally with our design team to promote and market our 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, SQL, Tableau, Python, and R.