

Zhizhen Yang

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EDUCATION

Texas A&M University | *Bachelor of Science in Business Administration* *College Station, TX* | **08/2021 – 12/2025**

- **President's Achievement Scholarship:** Merit-based award of \$10,000 for academic excellence
- **CIBS Exchange Scholarship:** Selected based on academic achievement and commitment

National Chengchi University | *Exchange Student* *Taipei, Tw* | **09/2024 – 01/2025**

- Collaborated on projects with peers from over 15 countries, strengthening cross-cultural communication and teamwork

EXPERIENCE

Beta Tau Omega | *Vice President Internal* *College Station, TX* | **01/2024–05/2024**

- Led B2B sponsorship outreach, securing a partnership with Poké Stop that increased fundraising revenue by 40%
- Negotiated a profit-sharing agreement with Poké Stop, generating \$1,500 in event sales and attracting over 100 attendees
- Led a team of 40 members to organize recruitment and networking events, increasing chapter engagement by 33%
- Negotiated and partnered with Historic Astin Mansion to host BTO Formals, generating over \$5,600 in ticket sales

The Association of Former Students | *Event Student Assistant* *College Station, TX* | **08/2023–12/2023**

- Collaborated a team of 5 to organize weekly alumni watch parties, increasing attendance by 50% over the season
- Coordinated logistics for Aggie Ring Day, attended by over 20,000 people, ensuring seamless operations
- Managed on-site preparations for the Distinguished Alumni Gala, a prestigious event honoring over 300 attendees

Beta Tau Omega | *Vice President External* *College Station, TX* | **08/2022–12/2022**

- Directed a 30-member team to organize philanthropy events by raising \$2,500 for the Gastric Cancer Foundation
- Organized 3 large-scale events with multiple organizations, attracting over 150 attendees and creating long-term partnerships
- Developed and marketed a ticket sales strategy for Mr. Rho Delta Chi resulting in \$2,000 in event revenue

Choice Career Fairs | *Summer Intern* *Las Vegas, NV* | **06/2022–08/2022**

- Designed and distributed social media ads, increasing engagement by 20%
- Slashed total costs of expenses by 5% through management of \$5000 budget
- Contacted employers via email and phone to promote sponsorship and booth opportunities, increasing company participation
- Assisted with employer outreach and recruitment, securing 5 new corporate partners for upcoming career fairs

CERTIFICATIONS

- **HubSpot Academy:** HubSpot Sales Software Certification, Inbound Sales Certification, Frictionless Sales Certification
- **Google Cloud:** Introduction to Generative AI, Introduction to Responsible AI, Introduction to Large Language Models
- **Texas A&M Mays Business:** Certificate in International Business

SKILLS

Technical Skills

- CRM Software (Salesforce, HubSpot)
- Generative AI (OpenAI GPT Series, Google's Gemini)
- Microsoft Office Suite (Excel, Access, Word)
- Programming (Java, Python, JavaScript)

Sales and Business Skills

- B2B Sales & Negotiation
- Sponsorship Acquisition
- Strategic Partnership
- Event Sales Growth