

Jennifer R. Zhang

224-578-0728 • jennifrz@usc.edu • [Linkedin.com/in/jennifrz](https://www.linkedin.com/in/jennifrz)

jennifrz.com

EDUCATION

University of Southern California, Marshall School of Business Los Angeles, CA
Bachelor of Science in Business Administration with a concentration in Entrepreneurship August 2016—May 2019
Minor in Web Technologies and Applications
Honors: Recipient of James G. Ellis Scholarship, Deans Scholarship, and University Scholarship

EXPERIENCE

Rimm Los Angeles, CA
Owner February 2017—Present
➤ Developing an idea, executing branding, operations, sales, marketing strategies, selling on Amazon

Lumi Vernon, CA
Sourcing Internship February 2018—Present
➤ Sourcing manufacturers, managing freelancers, utilizing databases, communication between departments

Pocket Latte Los Angeles, CA
Owner January 2018—August 2018
➤ Designed, marketed, and surpassed Kickstarter goal by 240%, accepted into multiple locations as a vendor, lead of strategies

Aflac Hollywood, CA
Accident and Health Insurance Agent May 2018—August 2018
➤ Developing business plan, following leads, booking appointments, providing solutions and benefits

Prospectwise Santa Monica, CA
Marketing and Sales Internship October 2017—January 2018
➤ Cold walk-ins to 40-50 small businesses per day or cold-calls to 200-300 small businesses per day
➤ Pitch the company and book consultations, conduct follow-ups, data entry, and appointment reminders

AdvaCare Pharmaceuticals Shanghai, China
Business Development and Marketing Internship May 2017—October 2017
➤ Interview, instruct, and supervise freelancers and manufacturers
➤ Managed client leads, email correspondence, social medias, website, research, SEO, and database
➤ Handled product sample inventory, taking product pictures, data entry, research, transcription

Desert Farms Los Angeles, CA
Business Development and Operations Internship March 2017—August 2017
➤ Conducted data entry, sorting, and analysis to estimate revenue
➤ Processed 30-60+ orders and shipments per day using Shopify and Shipstation for specialty foods

Upwork Online
Established Freelancer June 2016—Present
➤ Research data for companies, including contact information and competitors, and data entry, articles, reviews, descriptions
➤ Utilized database systems, including MLS to compare prices for real estate clients and made sales calls to target customers

LEADERSHIP & INVOLVEMENT

Asian American Business Association January 2017—Present
Director of External Events
➤ In charge of organizing bi-monthly events, contacting external companies for collaboration events, and being head of a family

Daily Trojan, Society19, and Odyssey August 2017—Present
Content Writer
➤ Brainstorm creative article topics, write content for various news platforms, SEO optimization, marketing on social media

ADDITIONAL INFORMATION

Languages: Native in English, Proficient in Chinese (Mandarin)
Skills: Amazon Sellers Central, Kickstarter, Social Medias, Front, Airtable, Shipstation, Microsoft Office Suites, Alibaba, Upwork, photography, Adobe Systems, writing, vendor events, HTML, CSS, JS