

Zezheng Wang

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Education Background

- The University of North Carolina at Chapel Hill (UNC) | Media and Journalism** **Sep.2021-Jun.2024**
- GPA: 3.91/4.00
- University of Wisconsin-Madison |** **Sep.2020-May.2021**
- GPA: 3.60/4.00

INTERNSHIP

- BlueFocus Communication Group | Assistant Account Executive** **May.2022-Aug.2022**
- Promoted the newly-released App to attract Internet celebrities to register; increased the response rate of Internet celebrities three times by optimizing the marketing channels.
 - Designed promotional posters independently to replace the company's original template; enhanced the brand influence of the App.
 - Designed the App-related publicity campaigns on social media; took charge of editing pictures and copywriting, exceeding 30% of the planned recruitment goals.
- International Association of University Summer Sessions(IAUSS) | Student Partners** **May.2022-Aug.2022**
- Planned and implemented IAUSS's campus marketing activities at UNC.
 - Operated IAUSS WeChat and Instagram groups of UNC, answering students' questions about products and services; increased the applications for UNC during 2022 by 200%.

Leadership Programs & Competitions

- Outreach Department, UNC | Director** **May.2022-May.2023**
- Responsible for maintaining the relationship between members of the Outreach Department, organizing team-building activities, and keeping track of the members' daily work to adjust their workload appropriately.
 - Organized freshman pick-up activities, proactively contacted car rental service providers and churches, and communicated with student volunteers and various organizations;
 - Responsible for contacting and negotiating with sponsors, striving for more sponsorship funds for the Student Union, and completing the publicity work upon agreement with sponsors.
 - Responsible for social media promotional articles and cooperation negotiation with new sponsors, such as Huawei (negotiated the advertising fee from \$300 to \$500 per article).
 - Took charge of attracting investment for various events, such as student association freshman meeting, autumn outing, Mid-Autumn Festival Gala, etc.
 - Provided new ideas for the mini-program to attract investment for the Student Union (a new trial operation platform) and obtained a breakthrough in attracting investment.
 - Responsible for attracting local business investment for the Student Union, arranged for members to contact and communicate with different businesses, and established long-term cooperations.

- ASDAN Business Challenge | CEO** **Mar.2019-Apr.2019**
- Organized and encouraged team discussions, persuading the team to reduce product prices, stimulated purchases and raised the company's market share by 70%.
 - Led the five-person team to win first place in the raw material auction competition by formulating the bidding strategy.
 - Improved team income by 4.5 million RMB by devising the company's strategic development plan.

- Student Union of Qingdao No. 58 School | President** **Sep.2018-Jul.2019**
- Community Service Lotus Nursing Home | Volunteer** **Sep.2018-Sep.2019**

Honors & Awards

- Qingdao Civilized Citizen (1/1800) **May.2020**
- First Prize in Simulated Commercial Auction (1/15) **Jul.2019**
- The Duke of Edinburgh Award **Jun.2018**
- Waterloo Math Competition (Top 15% in the world) **Apr.2018**

Skills

- Certificate in Piano, spoken mandarin, calligraphy
- Software and Tools: R, python, word, excel, PowerPoint, Canva
- Languages: English, Chinese