

# Alex Zhao

## DIGITAL MARKETER

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### EXPERIENCE

#### Wealth Management Intern | BNP Paribas

AUG 2019, SHANGHAI, CN

- Distinguished member of the 2019 Young Talent Program for the private banking channel.
- Won wealth management proposal: case study involving a private, high network individual based on investment horizon, risk tolerance, cash flow needs, equities, fixed income, gold and real estate markets.

#### HR Intern | Ernst & Young

JUN 2018- AUG 2018, SHANGHAI, CN

- Connected Chinese student societies in UK universities to EY to create new talent pipelines.
- Held training sessions to onboard new interns.
- Responsible for one campus recruitment: screening resumes, picking up calls, handling paperwork and scheduling interviews.
- Facilitated the EY 2018 Summer Leadership Program for young candidates looking for interview opportunities.

#### Research Intern | SWSMU Fund Management

JUN 2017- JUL 2018, SHANGHAI, CN

- Provided insights to senior management on new Chinese regulations for portfolio management compensation through a research presentation.
- Held a seminar after presenting on ESG and SRI investing including yield and return characteristics versus traditional investment strategies and offered a future entry-level position by the department head with no prior finance knowledge.

### EDUCATION

#### BrainStation | Diploma Candidate, Digital Marketing

AUG 2020 - OCT 2020, NEW YORK, NY

#### Columbia University | Certificate, School of Professional Studies

AUG 2018 - MAY 2019, NEW YORK, NY

#### St. John's College | Bachelor of Arts, Philosophy

AUG 2014 - MAY 2018, SANTA FE, NM

Trustee Scholarship recipient.

### PROJECTS

#### SPOT | CEO

JAN 2019 - MAY 2019, COLUMBIA SPS, ENTREPRENEURIAL STUDIES

AUG 2020 - OCT 2020 BRAINSTATION, CAPSTONE PROJECT

Founder and CEO. Led a team of four to pitch a new business idea (live nightlife information and integrated payment solution) to four VC executives. Conducted market research through 1. Survey targeting students 2. Interviews of bartenders/managers. Data collected were used to create an MVP (web prototype for an app). Solo 3 month intensive capstone project to an end-to-end digital marketing strategy to life at BrainStation.

### SKILLS

Fluent in English and Mandarin  
Microsoft Office, Adobe  
Photoshop, Keynote,  
MailChimp, Google Ads  
Manager, Facebook Ads  
Manager, Google AdSense  
Certified, Basic HTML and CSS

### PROFILE

An endlessly curious and detailed person capable of bringing a wealth of experience to marketing projects from ideation all the way through communication of key ideas. Usually taking on leadership roles in projects with a vision-oriented approach. I am currently seeking an entry level marketing position to actualize my value by gaining experience from the ground up.