Peng Zhang

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U.S. Permanent Resident

**EDUCATION**

**University of Southern California, Marshall School of Business, Los Angeles, CA** **May 2019**

*Master of Business Administration (M.B.A), CeDiD: 1960-C97M-PCGW*

[*https://arr.usc.edu/services/diplomas/electronicdiplomavalidation.html*](https://arr.usc.edu/services/diplomas/electronicdiplomavalidation.html)

**Jilin University of Finance and Economics, Changchun, China June 2013**

*Bachelor of Science in Management; Major in Accounting*

**Charles Sturt University, New South Wales, Australia**  **April 2013**

*Bachelor of Business Studies*; Concentration in Marketing

**Business development EXPERIENCE**

**Nike – New Product Development, USC Marshall School of Business**

* Developed marketing implementation plan to launch high tech NikeAI sports equipment to international market.

**Pai Technology –Global Business Experience Shanghai, 2019,** **USC Marshall School of Business**

* Created marketing strategy to roll out Chinese edutainment toys to the US education and mass market sectors.

**Shanghai Tang – Fashion, Luxury & Lifestyle Marketing, USC Marshall School of Business**

* Researched, analyzed and recommended strategy for first Chinese luxury brand to achieve recognition in the global market.

**The Walt Disney Co. – Negotiation and Deal-making, USC Marshall School of Business**

* Devised approach to developing a theme park in France encompassing localized branding, marketing, and concession sales.

**Professional Experience**

**BioVision Inc. – Milpitas, Bay Area, CA February 2013 – July 2016**

***Accounting Manager & HR Associate*** *(April 2014 – July 2016)*

* Performed all aspects of accounting work, includes AR, AP, journal entry, bank reconciliation.
* Managed cash deposits, credit card, wire transfer.
* Filed California sales and use tax to Board of Equalization monthly.
* Processed customers’ fax, email and phone orders as support to customer service team.
* Processed payroll for over 60 employees via Intuit payroll system biweekly.
* Handled HR related employee benefits including medical & dental insurances, 401k, and PTO.
* Prepared new hire checklist include company benefit overview, direct deposit form, safety manuals, retirement plan description.

***Marketing Associate*** *(February 2013 – March 2014)*

* Created ads via Google AdWords and boosted sales of new products by 30%.
* Prepared revenue report and analyzed performance of new product development.
* Updated and modified product pricing, size and description via osCMax hosting.
* Entered data in QuickBooks including new products, customers and vendors on a daily basis.
* Assisted in special projects as business needs arise.

**SKILLS AND INTERESTS**

* *Computer*: Google Adwords & Google Analytics; Intuit QuickBooks; Fishbowl; Microsoft Office Professional Suite
* *Languages*: Fluent in English and native in Chinese
* *Activities and Societies*: Graduate Marketing Association, Marshall Consulting & Strategy Club, Business of Entertainment Association, Marshall Retail Management Association
* *Honors*/*Awards*: USC MBA Program Academic Achievement, Social Media, and Sales Presentation Awards in Marketing 528 - Art and Science of Sales
* *Global Business Experience:* Tokyo, Japan (2018); Shanghai, China (2019)
* *Volunteer Experience:* Teacher, Junior Achievement of Southern California