

Yi (Ron) Zhang

+1 2132040720 | Yi.Zhang.2027@marshall.usc.edu | <https://www.linkedin.com/in/ron-zhang-959056384>

EDUCATION

University of Southern California | *Master of Science*

Los Angeles, CA | Aug. 2026 – Dec. 2027

- **Major:** Marketing (Marketing Analytics)
- **Course:** Essentials of Data Analysis and Modeling, Marketing Management, Decision Making using Marketing Analytics

Beijing Foreign Studies University (BFSU) | *Bachelor of Arts*

Beijing, China | Sept. 2022 – June 2026

- **Major:** Japanese **Minor:** Communication Studies
- **Course:** Japanese Translation & Interpretation, Introduction to Advertising, Public Relations

PROFESSIONAL EXPERIENCE

Tongdao Liepin Group | *HRmax Product Intern (Japanese)*

Beijing, China | Mar. – June 2026

(Liepin's AI-powered interview platform for the Japanese market)

- Participated in product iteration and UX optimization by independently producing product evaluation reports and competitor analyses, drafted PRDs for interview misconduct detection features, conducted acceptance testing, and collaborated with the R&D team to support feature launches.
- Evaluated AI model performance by assessing TTS voice generation and candidate comment & scoring functions, providing optimization feedback.
- Designed and refined prompts for Japanese-to-English interface localization tasks, enabling LLMs to generate thousands of English copy entries with an overall rejection rate below 5%, while regularly localizing Chinese-to-Japanese product copy based on Japanese recruiting terminology and user preferences.

Pokekara | *Japanese Music Operations Intern*

Beijing, China | July – Aug. 2025

(a Japanese Karaoke app with nearly 85% market share in Japan)

- Analyzed weekly user engagement data for the featured songs, tracked click-through conversion paths, social sharing triggers, and retention rates across musical attributes including genre, artist, duration, and theme; performed A/B testing and dynamic optimization based on engagement metrics.
- Built a genre-performance matrix correlating the musical attributes with consumer preferences, implemented a predictive ranking algorithm for the homepage recommendations, increasing user engagement with homepage-recommended songs by 55%.

BlueFocus | *Account Executive Intern*

Beijing, China | July – Aug. 2023

- Applied the STP framework to identify target consumers and develop an overall rebranding strategy for the client Oreo, designed the “Ingredient Classroom” column and “New Ways to Enjoy Oreo” short video series targeting children aged 3-6 and their parents through data-driven insights; proposal adopted by client, garnering 3,000+ new followers and 20,000+ interactions.
- Conceived and drafted a video ad script for the leading e-commerce client JD.com's “Price Guarantee” service, including plot development and creative direction.
- Analyzed tech industry brand crises and relevant crisis management approaches within the past three years, produced a 10-page research report on crisis public relations for tech brands.

PROJECTS & ACTIVITIES

L'Oréal Brandstorm 2025 | *Team Leader*

Beijing, China | Feb. – Mar. 2025

- Led a team of three to conduct comparative benchmarking and identify consumer pain points in the male grooming category across Western Europe, Japan, and China; designed regionally customized “SkinGuard” product sets and a proof-of-concept digital experience app “L'Oréal Men's Lab”, culminating in a full deck in English.
- Created a three-minute English video script showcasing team strengths and addressing official criteria across five key pillars of potential: empathy, judgement, learning agility, resilience, and ambition.

NetEase Media | *Campus Partner*

Beijing, China | Nov. – Dec. 2024

- Facilitated the development of an online community targeting job-seeking college students; drove targeted traffic via WeChat, rednote and campus info platforms, cultivating and operating a community of 200 highly engaged members with a churn rate below 5%.
- Spearheaded campus promotion for NetEase's new integrated campus community app, “NetEase Little Bee”, focused initial efforts on user acquisition based on core product features, followed by a “University MBTI” event to further enhance user acquisition, engagement, and retention, attracting over 50 consistent users to the app.

BFSU Youth League Committee | *Officer* → *Vice President, Lixue Club*

Beijing, China | Sept. 2022 – June 2025

- Contributed to the organization of the “Challenge Cup” College Students Science and Technology Competition from 2023 to 2025; managed end-to-end process including information collection, copywriting, and community operations; drawing 1,000+ participants yearly and successfully advancing 10+ teams to the city-level finals.

SKILLS & INTERESTS

- **Technical:** SQL, Tableau, SPSS, R; Adobe Photoshop, Adobe Audition, CapCut, Canva; Microsoft Office
- **Languages:** Chinese (native), English (fluent), Japanese (fluent, JLPT N1 145)
- **Interests:** Reading, Photography, New Media Operations (previously involved in topic planning and social media content creation for a mission-driven organization), Anchoring and Hosting (anchor and producer of an emotional-support program on BFSU Radio)