

Jennifer Zheng

4104586913 | jenniferzheng@temple.edu | <https://www.linkedin.com/in/jenniferzheng1/>

EDUCATION

Temple University – Fox School of Business and Management Philadelphia, PA

Bachelor of Business Administration

May 2025

- **Major:** Marketing and Management Information Systems **GPA:** 3.52/4.00
- **Honors:** University Honors, Business Honors, President's Scholarship (Full Tuition), Polytechnic Karl E. Yount Memorial Scholarship, Ingenuity Scholastic Balance, Fox Endowed Scholarship, Temple International Business Case Competition Best Undergraduate Presenter, Temple Social Impact Problem Solving Challenge 1st place, Opening Speaker for Bloomberg Philanthropies CEO, Patti Harris, Fox Business School Article Feature, Arts Equity Panel Speaker, Capital One Case Competition Semi-Finalist, JP Morgan Chase Case Competition Candidate (200 of 841 US students selected)

WORK EXPERIENCE

Intel Corporation

Hillsboro, OR (Remote)

Data Center and Artificial Intelligence Executive and Internal Communications Intern

May 2023 – Present

- Collaborate across teams to support internal communication and operational compliance of over 3000 employees by setting objectives and key results, curating a strategic communications strategy, and creating reports and presentations for the VP
- Collect, validate, clean, and visualize datasets with more than 6,000 entries

Temple University Fox School of Business

Philadelphia, PA

Research Assistant

Mar 2023 – Present

- Conduct healthcare messaging research through experiential design and data collection and analysis

5th Floor Analytics

Philadelphia, PA

Digital Transformation Consultant

Aug 2022 – Dec 2022

- Collaborated with 4 students to create and implement a digital transformation strategy for a local music promotion company
- Conducted market and industry research on client's target demographic and best social media channels to position clients
- Conducted and analyzed Google Ads and TikTok Ads, increasing following and engagement on platforms such as Instagram by over 20%, website visits by 30%, and TikTok views up to 10,000
- Created, published, and updated social media content and website using A/B testing and search engine optimization (SEO)

Bloomberg Philanthropies

New York, NY

Content and Creative Internal Communications Intern

Jun 2022 – Aug 2022

- Collaborated with a team to coordinate global communication strategies and manage relationships with key stakeholders including board members, employees, executives, and partners such as Mike Bloomberg and Patti Harris
- Created over 100 presentations & documents for over 25,000 stakeholders to communicate strategy and milestone metrics
- Support employee onboarding through research and process re-engineering to improve retention
- Managed stakeholder relations for Mike Bloomberg and other executives by creating over 20 bios and briefs and updating over 150 CRM profiles in SalesForce, placing second overall in the intern class after the Database Management intern
- Manage 5-12 projects at a given time in a fast-paced environment by using time management and problem solving

LEADERSHIP & ACTIVITIES

Temple Consulting Club

Philadelphia, PA

Vice President and Director of Finance, Public Relations, and Communications

Mar 2022 – Present

- Led and collaborated with teams and clients to develop unique business and technology solutions using qualitative research and quantitative analysis to analyze and improve processes for small businesses and non-profits

Chinese Student Association

Philadelphia, PA

Vice President and Co-founder

Aug 2022 – Present

- Collaborate with 5 students to create and implement strategic initiatives for member recruitment and organization finance

SKILLS & INTERESTS

Languages: Mandarin (Native / Intermediate Speaking), English (Native / Working Proficiency)

Technical Skills: Word, PowerPoint, Canva, Research, HTML (beginner), Java (beginner), Python (beginner), IBM SPSS

Certifications: LinkedIn Learning (Business Analysis Foundations, Critical Thinking and Problem Solving, Market Research Foundations); CFA Investment Foundations

Interests: Hiking, Cooking, Badminton, Baking, Food Blogging, Billiards/Snooker, Arts (Singing, Drawing, Film), Learning