

Will Zhang

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EDUCATION

Drexel University

Bachelor of Science in Business Administration
Majors: Business Analytics, Marketing

Philadelphia, PA

Anticipated Graduation: June 2029
Dean's List (December 2025 – Present) | GPA: 4.0

EXPERIENCE

Local Launch Studio Co. (Bulletproof AI)

Co-Founder

Philadelphia, PA

December 2025 – Present

- Founded a web development and digital solutions consultant company serving local business owners in NJ, PA, and DE
- Delivering 10+ client websites and scaled their online presence by at least 300% through SEO and Google Ads campaigns
- Build BulletproofAI.org and scaled platform to 75,000+ requests in the first month with 11 AI tools using Full-stack Next.js, RAG pipelines, and trained ATS model with 200,000 resume data, establishing it as the largest student job preparation resource at Drexel
- Lead a 7 person team across UVA, UMD, Purdue, and MIT in content creation strategy and software engineering, presenting to 1400+ students in lectures, driving 80,000+ views in 1 month across 3 platforms for BulletproofAI.org

Super Lychee Golf Series

Operations Team Lead

Beijing / Shanghai, China

April 2024 – Present

- Coordinate cross-functional collaboration with 10+ partners including event planning and logistics, contributing to 8 annual FCG China Series events and Foresight Sports' GCQuad golf simulator's sponsorship
- Collect \$85,000+ tuition by maintaining communication, following up on payments, and tracking in Excel using automated formulas
- Supervised 6 junior athletes with parents twice from China for a 2-month U.S. training program, managing 4 flights, 100+ hotel room nights, and registrations for 4 golf events

Vovex Golf

Sales & Marketing Intern

San Diego, CA

June 2024 – August 2024

- Generated \$20,000+ in sales revenue selling 120+ units across 4 national golf tournaments by using custom sales pitches
- Increased booth engagement by 60% by setting up 3 customized booth layouts and achieving 40+ sales in 5 hours

Gen.G Esports

Event Operations Analyst Intern

Shanghai, China

January 2024 – June 2024

- Analyzed global data using Tableau/Power BI from 150+ esports tournaments and live streaming platforms to identify engagement and viewer behavior patterns, summarizing insights for executive team
- Evaluated 10+ sponsorship proposals, summarizing contributions and contract terms for a Brand & Partnerships pitch deck

LEADERSHIP

The Good Idea Fund | *Director of Relations*

January 2026 – Present

- Allocating over \$100,000 funds for student led programs and philanthropy by evaluating 100+ student budget proposals
- Public outreaching, Recruiting, and maintaining relationships for Drexel's largest student-run funding organization

Drexel Consulting Group | *Venture Advisory Consultant, Sport Entertainment Consultant*

March 2026 – Present

- Growing generation Z exposure by overseeing 14.3M+ total followers for WOLF Financial's Marketing Team

Google Developer Group | *Primary Technical Lead*

March 2026 – Present

- Instructing AI Workshops for Google technical CodeLab workshops on campus (Machine Learning, AI Studio, SubAgent)

Drexel High Finance Program | *Public Market*

April 2026 – Present

PROJECTS

Drexel University | *Business Psychology: Mindset, Money, and Influence*

January 2026 – Present

- Contribute to developing a new course focused on emotional intelligence, critical thinking, decision-making, leadership psychology
- Gathered survey data from 350+ students using Google Forms for pitch decks presented to lectures and Deans

Philly CodeFest 2026 Winner | *Advanced Track 1st Place*

April 2026

- Winner of the biggest 24h coding Hackathon competition in Philadelphia with 370+ participants and \$ 11000+ in prizes
- Built PhilAIision, an AI civic agent serving 700+ city services in 10 languages on a \$50 Raspberry Pi 4 kiosk, by engineering a full-stack app enabling residents' file 311 reports, draft legal documents, and access city services through natural conversation

Competitions

January 2026 – Present

- Jane Street Estimathon (3rd Place), Howley Finance Impact Challenge (Finalist), Dean's Equity Research Challenge (Finalist), UEV Ventures Building, Baiada Institute Innovation Tournament, IMC prosperity 4, Philly Wide Case with Aramark x BCG, Ascend x CLA x EY Case, Datathon: Deloitte, PGA Marketing Challenge, 2023 & 2024 NJ Garden State Esports State Champion (\$40,000)

Stock Portfolio Management

August 2025 – Present

- Processed \$315,020 in equity trades using macro swing trading and achieved a 63.39% portfolio return
- Validate strategies using Excel tracker with 200+ trades, indicating strong S/R levels, moving averages, and momentum studies

Patent: China National Intellectual Property Administration (CNIPA)

September 2024

- Co-invented a Utility Model IP patent that improved water-resistant golf bags, addressing durability gaps in the existing market

SKILLS

Skills: Modeling (DCF, 3-Statement), AI SubAgents, AI Prompting (few-shot prompting/set constraints), Microsoft Office, Python, SQL, HTML/CSS, JavaScript, Next.js, React JavaScript, Google Workspace, Figma, Tableau, Canva, Power BI

Certificates: Financial Modeling & Valuation Analyst (FMVA®), Meta Social Media Marketing Professional, DataCamp (Data Analyst Associate, Python Programming Fundamentals, Associate Data Analyst in SQL, AI Fundamentals), UPenn Fundamentals of Quantitative Modeling, Excel Yellow Belt, Seal of Biliteracy in Chinese