

Ziwen (Adam) Zhang

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PROFILE

Bilingual (Mandarin/English) marketer who turns consumer insight into experiential campaigns and the commercial packaging around them. Three years across **Lamborghini, Rolls-Royce, Bentley** and a pro football club: customer-journey design, VIP touchpoints, and a four-tier sponsorship structure that landed **four paid partners**. Sports creator, **500,000+ views**; **two-time national champion**.

EDUCATION

Johns Hopkins University Carey Business School

Washington, D.C.

Master of Science in Marketing

July 2026

University of Science and Technology Beijing, School of Economics and Management

Beijing, China

Bachelor of Arts in Business Administration | Student-Athlete; Captain, University Basketball Team

June 2025

BRAND, CONTENT & MARKETING

VfL Wolfsburg (Beijing) Football Club Co., Ltd.

Beijing, China

Assistant to the General Manager Intern

Dec 2024 - Jul 2025

- Rebuilt United Cup sponsorship from one flat price into **four tiered packages**; supported contracting to four paid partners, **200,000+ RMB** committed. Ran the event on site: **18** companies engaged, VIP logistics for **300+** guests.
- Owned China editorial output: **15** PR pieces drawing **5,000+ reads**; edited 19 agency previews and 13 player features.
- Interviewed 10+ international-school captains and coaches to shape a youth league concept.

Beijing Fengfan Shangyuan Management Consulting Co., Ltd.

Beijing, China / Remote

Assistant to the General Manager Intern, Project-Based

September 2025 – June 2026

- Wrote 3 competing concepts for **Rolls-Royce Extraordinary Journey** — **the winning one** paired the Mogao Caves and the Silk Road against the marque's heritage. Mapped 3 off-road routes for Lamborghini's Everest Expedition.
- Authored **200,000+ words** of bilingual strategy and client decks.

Golden Top Grade Asia

Beijing, China

Assistant to the Director, Marketing and Event Operations Intern

Jan 2024 - Dec 2024

- Supported **10+** experiential events — launches, track days, test drives: **Bentley, Xiaomi SU7 Ultra, and Lamborghini**.
- Led a **10+ person on-site team** across journey flow, venue design, VIP touchpoints, and vendors; surveyed five districts on foot to relocate a Lamborghini pop-up.

Siyin Tea Cottage Culture LLC

Beijing, China

Marketing Strategy Intern

June 2022 – June 2023

- Repositioned Fenghuang Dancong tea as a premium cultural gift and found the unserved buyer: international-school families. Converted **six first orders (~\$10,000)**.

Independent Creator & Portfolio Builder

Douyin | Remote

Content Creator & Editor

2022 – Present

- Produced **80+ original videos** end-to-end — concept, script, camera, editing — across **Douyin, RedNote, and WeChat**, passing **500,000+ views**.
- Grew one video to **50,000+ views** — **50x my following** by rewriting the hook.

CONSUMER RESEARCH

- Led two graduate research teams at JHU: IKEA's "third place" customer experience (survey design, **JASP**) and ripeness labels vs. food waste (behavioral economics, **R**), each turning primary data into design recommendations.
- Sports-medicine market study: sized the category with **SWOT and Porter's Five Forces**, then ran surveys and field interviews with gym users and clinicians in Beijing's CBD; converted pain points into product-feature recommendations.

ATHLETIC LEADERSHIP & HONORS

- **Basketball** — **captain** in high school, at USTB, and in D.C. **2020 CHBL Beijing 3rd**, scoring champion, five-star recruit; **Municipal Games** and **Traditional Schools League champion**; **2025 CSBA D.C.** (GWU captain, All-Star); **2026 DMV Chinese Basketball League champion**.
- **Football** — **starting WR and offensive captain, Beijing Cyclones**. **2023 Offensive Rookie of the Year**, back from a Jones fracture; **2024 National Flag Football**, **2025 CNFL National** and **2025 Yunding Bowl champion**.

SKILLS

- Brand & Marketing: Brand Positioning, Experiential Marketing, Customer Journey Design, Sponsorship Packaging
- Content & Social: Storytelling, Short & Long-Form Video, Scripting, Editing (CapCut) | Languages: Mandarin (native), English (fluent) — bilingual decks and on-site interpreting
- Research & Tools: Survey & Conjoint Design, R, JASP, Excel, PowerPoint, AI build tooling