



# WEI ZHANG

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## EDUCATION

**KU Leuven**  
(Belgium) 2020 - 2023

Master in Business Administration

**Universidad de Salamanca**  
(Spain) 2012 - 2016

Bachelor in Tourism

**Professionashøjskolen Absalon**  
(Denmark) 2014 - 2015

Erasmus exchange

## EXTRACURRICULAR

**AIESEC Campus Brussels**  
Incoming Internship Manager

**Utrecht University (summer school)**  
Intercultural Communication

**Madrid Tennis Open**  
Volunteer

## LANGUAGES

English ██████████

Spanish ██████████

Chinese ██████████

French ██████░░░░

Dutch ██████░░░░

## SKILLS

- MS Office
- SQL
- Power BI
- SPSS
- Google Analytics

## ABOUT ME

Always prepared to embrace new challenges, pursue growth and adapt to new situations with an international mindset. Keep learning and absorbing new knowledge and skills.

## EXPERIENCE

**Market Analyst & Data Officer** 2022 -2023  
**Immucura** Remote

*Part time*

- Analysed KPIs connected to leads generation and marketing campaigns.
- Created graphics and dashboards and presented to seniors.

**Consultant** 2022 - 2023  
**180 Degrees Consulting Club** Brussels, Belgium

- Collected business requirements and performed analysis to help the company improving leads generation and increase the conversion rate.

**Sales Analyst** 2018 - 2020  
**Swatch Group** Madrid, Spain

*Achieved and surpassed the annual sales target of 2019*

- Managed CRM, analysed sales numbers and wrote weekly & monthly reports to senior stakeholders.
- Incharged social media.

**Travel Consultant** 2016 - 2018  
**Pegasus Travel** Madrid, Spain

- Analysed tourist group's budget, cost management, and summarised profits.
- Project management with itinerary, time, accommodation and activities according to individual clientele preference.