

Alex Zhang

Entrepreneur & Designer

CONTACT

☎ (510) 994 - 1566

✉ Alexzhang@musclecloud.net

🌐 musclecloud.net

📍 San Francisco, CA
94103

WORK EXPERIENCE

APPRENTICE

Academy of Art University Shop 657- San Francisco, CA | Feb 2025 - Present

- Manage day-to-day operations of the university's fashion store to keep retail and marketing tasks on track
- Plan and run marketing promotions on social media, through email, and in-store to boost engagement and sales
- Coordinate visual merchandising and assets so store displays match seasonal marketing plans and brand guidelines

CO-FOUNDER

Muscle could - Beijing, China | Oct 2020 - present

- Develop and carry out integrated brand and marketing plans that align with business goals and market trends
- Build partnerships with Tsinghua and Peking University sports teams to boost grassroots engagement and brand awareness
- Oversee omnichannel marketing for MuscleCloud Sportswear, driving over 5 million yuan in first-year revenue
- Manage and grow the MuscleCloud TikTok channel, creating engaging content and optimizing performance to expand brand visibility

SPORTS RESOURCES DEPT PLANNING INTERN

Anta Sport - Beijing, China | June 2024 - Aug 2024

- Helped plan and carry out sports marketing events, handling scheduling, logistics, and on-site support
- Coordinated asset distribution and campaign execution across multiple platforms for omnichannel marketing initiatives

EDUCATION

BACHELOR OF FINE ARTS FASHION MERCHANDISING

Academy of Art University, San Francisco, CA | 2019 - 2025

PERSONAL PROFILE

Passionate entrepreneur works in design, fitness, AI innovation, and cultural storytelling, driving impactful ventures globally.

EXPERTISE

Product Design

Fashion Design

Fashion Merchandising

Project Management

3D Design

SOFTWARE KNOWLEDGE

Photoshop

Blender 3D

Procreate

Unreal Engine 5

Rhinoceros 3D

Alias 3D

INTERPERSONAL STRENGTH

Creativity

Team building

Communication

Problem Solving

Leadership