

Zhonghao “Max” Yu

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Current Address:
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EDUCATION & HONORS

Indiana University, Kelley School of Business | Bloomington, IN

May 2029

Bachelor of Science in Business

GPA: 3.87/4.00

Major: Finance

Honors, Awards, & Certificates:

- **Dean's Scholarship Recipient:** \$6,000 awarded annually as merit-based scholarships for academic achievements
- **Gen AI 101:** An intensive 5-hour course covering prompt engineering, workflow automation, and ethical AI frameworks
- **Jellison Living Learning Center:** Selective first year Kelley residential community; apart of leadership council
- **All American Athlete:** Achieved CIF State Finalist getting 5th in 200 Medley Relay and breaking school record in 2024
- **AP Scholar with Distinction:** 3x Five Grade, 4x Four Grade, 11 AP exams total

PROFESSIONAL EXPERIENCE

Lens & Pistons Apparel | San Diego, CA

March 2024 - Present

Founder and CEO

- Built and scaled DTC brand end-to-end: product, pricing, Shopify/SEO, and outreach; averaged \$1K+ in monthly revenue
- Launched five creator collaborations (KatyaBRZ; Nikolai Aksenov); increased revenue by \$900+ and repeat orders monthly
- Recruited and trained two teammates to scale marketing and outreach; over three collaborations signed successfully
- Managed a 10x demand spike (two - three to 30 orders/day); instituted limited inventory drops and outsourced production; reduced unit costs by 70% and cut fulfillment time by 5 days on average per order

Rent Exotics LLC | La Jolla, CA

January 2025 - Present

Private Photographer | Operations Member

- Produced website/social media photography and built a reusable asset library of 200+ images; improved conversion by 20% and on-spot vehicle upgrade agreements by 10 bookings per month
- Implemented loyalty program and long-term rental options for 1+ month rentals; Increased repeat rentals by over 30%
- Managed daily client operations and car maintenance; improved post-rental communications through email marketing and loyalty program leading to a boost in ratings on website and Turo by 5%

Gimme Swag | Remote

June 2024 - January 2025

Business Development Intern

- Developed a pipeline to evaluate high stakes opportunities (audience fit, brand alignment, story); signed two collaborations
- Led discovery calls and negotiated terms; shortened sales cycle by two weeks and improved proposal to close rate by 60%
- Created go/no-go presentations (audience fit, brand alignment, unit economics) for CEO to focus time on current issues

LEADERSHIP & INVOLVEMENT

Alpha Kappa Psi Business Fraternity | Bloomington, IN

September 2025 - Present

Historian | Pledge Class Historian

- Dedicated 20 hours to this past rush video; document every professional and social event for fraternity's social media
- Committed to an 8-week pledge ship featuring professional development in interviewing, community service, networking
- Took 35+ photos at every pledge ship event; invested 10+ hrs for rush video to support chapter recruitment and branding

JLLC Ducatus House Council | Bloomington, IN

September 2025 - Present

House Council Leader

- Produced a monthly programming calendar aligned to midterms and recruiting cycles, avg 20-30 attendees at every event
- Standardized events (objectives, budget, run-of-show), decreased setup time by +10 minutes, created marketing for 2 events
- Collected QR pulse surveys and converted top feedback into future event agendas, raising retention by 15%

Acacia Fraternity | Bloomington, IN

April 2026 - Present

PR Team

- Coordinated with president to produce a social media plan and drive consistent 2-3 professional posts per month
- Collaborated with rush chairs to advertise rush graphic leading to 20% increase in engagement on platforms in rush season
- Committed to photographing all events and photography as well as bi-monthly meetings to determine growth

Student Athlete Insights | San Diego, CA

August 2022 - May 2025

President | Social Media Manager

- Increased engagement from <100 followers to over 700; Promoted student-athletes life balance through storytelling
- Grew from five swimmers to 30+ members playing a diverse field of sports: sparked members interest in sports analysis

INTERESTS

Bryson DeChambeau | Wakeboarding | Automotive Clothing & Culture | Strength Training | Sony A7riv | Swim