

Daniel Zhang

danzmgmt@gmail.com • (541) 250-2592 • Portland, OR • linkedin.com/in/daniel-zhang

SUMMARY

Go-to-market operator with experience launching new market verticals, running outbound sales motions, and building performance dashboards for revenue teams. Founded and scaled two consumer brands and a nonprofit; deployed Microsoft Copilot workflows alongside an international AI development team. Analytical, cross-functional, and execution-focused.

EXPERIENCE

Fino St.

Feb. 2024 – Present

Co-Founder & Chief Product Officer

Waco, TX

- Co-founded and scaled a collegiate apparel brand to **six-figure annual revenue**, owning product, brand, and GTM operations.
- Secured university licensing with Baylor Innovation and non-dilutive startup funding through the BU Startup Incubator program.

Echo360

Jun. – Aug. 2026

Corporate Sales Development Intern

Seattle, WA (Remote)

- Built a **BDR performance dashboard** tracking rep activity and quota attainment, giving leadership one view of pipeline productivity.
- Ran outbound conference motion: **set 11 qualified meetings from 120 cold calls** and executed email sequences in Outreach.
- Developed GTM plays with HR consultants and conference partners; compiled prospectus research and built the BDR training playbook.

Ideal Impact

Summer 2025

Go-to-Market Intern

Dallas, TX

- Launched the commercial real estate vertical under CEO direction; booked the company's first 3 enterprise meetings, generating **\$11M+ in deal potential**.
- Coordinated partnerships with BOMA Dallas and the City of Dallas, expanding addressable pipeline by **\$30M**.
- Tracked GTM performance metrics across the launch and synthesized pipeline data into executive-ready stakeholder reports.

AstraZeneca

Summer 2024

M&A Intern

Shanghai, China

- Embedded with the International AI Development Team; analyzed China-US AI adoption gaps and co-implemented **Microsoft Copilot** solutions across cross-functional business units.
- Helped prepare partner-facing presentations on **4 pre-clinical opportunities**, supporting executive-level partner dialogues.

Guck Apparel

Feb. 2021 – Jun. 2022

Founder & CEO

Lake Oswego, OR

- Founded streetwear brand from concept to **\$600,000+ in revenue** via influencer partnerships and DTC product launches.

Education Bear

Jul. 2021 – Aug. 2023

Founder & Executive Director

Lake Oswego, OR

- Founded a nonprofit democratizing academic access; recruited 23 tutors and partnered with Lake Oswego School District.

LEADERSHIP & AWARDS

DECA — State & International Business Competition

Feb. 2020 – 2023

VP (10th–11th Grade), President (12th Grade)

Lake Oswego, OR

- Placed **1st at State (SCDC) in 2020**, 2nd in 2021 and 2022; competed at the international level.

Startup Innovation Club, Baylor University

Mar. 2023 – Feb. 2024

President

Waco, TX

- Grew club programming through workshops, networking events, and mentorship connecting students with local founders.

Lakeridge Pantry

Mar. 2020 – 2023

Founder & President

Lake Oswego, OR

- Founded the largest fully student-run club in Lakeridge High School history; served **500+ volunteer hours** and 1,200+ people.

EDUCATION

Baylor University

Expected Dec. 2027

B.A. History & Professional Selling

Waco, TX

- Activities: Product Launch Program w/ Baylor Innovation; Delta Tau Delta.