

ABOUT ME	Mathematics and Business Administration (Marketing Analytics) student at Northeastern University. An unconventional thinker and a fast learner committed to developing skills in the field of business. Have previous experience working in Marketing, Merchandising, and Operation department.			
EDUCATION	<div>Northeastern University <i>B.S. in Mathematics and Business Administration</i> Aug. 2025<ul style="list-style-type: none">Concentration: Marketing AnalyticsGPA: 3.8 Magna Cum LaudeQuant Analysis Consumer Data, Marketing Analytics; Programming with Data, Stats & Software; Advanced Linear Algebra, Statistics & Stochastic, Calculus 3</div>			
EXPERIENCE	<div>TJX Companies Inc. <i>Corporate Office Store Operation Co-op</i> Jan.-June 2025<ul style="list-style-type: none">Managed customer issue escalations for Marshalls and TJ Maxx stores by analyzing cases, ensuring timely resolutions, and collaborating with Field Leadership to protect brand reputation.Led the design and build of a Power BI dashboard to monitor customer satisfaction across stores, proactively identifying key trends and insights to improve store performance and team visibility.Assisted with shopping cart renovation plans and vendor walkthroughs, supported gift card inventory control, and documented insights from test stores to inform future process improvements.</div> <div>Sephora <i>Omni Merchandising Internship</i> Sept.-Dec. 2023<ul style="list-style-type: none">Assessed sales patterns and market trends using advanced analytics to align with Sephora’s product pipeline & branding strategies.Utilized predictive models to forecast sales and inventory needs, resulting in improving inventory accuracy by 20%, reducing overstock by 30%.Developed strong client relationships by managing and expanding 12 brand partnerships, ensuring alignment with strategic objectives.</div> <div>Yum! <i>Taco Bell Brand Marketing Internship</i> Summer 2022&2023<ul style="list-style-type: none">Tracked delivery platform KPIs using Excel-based dashboards to monitor CVR, RoR, and traffic performance trends.Analyzed underperforming store data to identify overlapping market areas, providing insights to support business decisions on consolidation or closure.Collaborated with marketing and analytics teams to align data tracking processes across influencer campaigns, improving visibility into ROI.</div>			
CERTIFICATES	<div>Walmart USA’s Associate Merchant Sept. 2025</div> <div>Google Analytics Certification Oct. 2025</div>			
SKILLS	Data & Visaul MS Office Power BI Python, R	Marketing Analytics Sales Trend Analysis Forecast Modeling Inventory Planning	Collaboration Client Delivery Global Operation Cross-functional Collab	Language English Mandarin Korean