
ATHENA ZHANG

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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 **Northeastern University**
B.S. in Mathematics and Business Administration *Aug. 2025*

- Concentration: Marketing Analytics
- GPA: 3.8 Magna Cum Laude
- Quant Analysis Consumer Data, Marketing Analytics; Programming with Data, Stats & Software; Advanced Linear Algebra, Statistics & Stochastic, Calculus 3

EXPERIENCE **TJX Companies Inc.**
Corporate Office Store Operation Co-op *Jan.-June 2025*

- 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.

Sephora
Omni Merchandising Internship *Sept.-Dec. 2023*

- 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.

Yum!
Taco Bell Brand Marketing Internship *Summer 2022&2023*

- 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.

CERTIFICATES Walmart USA’s Associate Merchant *Sept. 2025*
Google Analytics Certification *Oct. 2025*

SKILLS	Data & Visaul	Marketing Analytics	Collaboration	Language
	MS Office	Sales Trend Analysis	Client Delivery	English
	Power BI	Forecast Modeling	Global Operation	Mandarin
	Python, R	Inventory Planning	Cross-functional Collab	Korean