

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 & Visual

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