

# Elaine Zhang

Santa Clara, California

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## EDUCATION

**Santa Clara University — Cumulative GPA: 3.96**  
*Accounting Information Systems, BSC | CPA eligible Jan 2027*  
*Economics (Data Analysis Concentration), BS | Japanese Minor*

**Santa Clara, California**  
Expected June 2027

## PROFESSIONAL EXPERIENCE

### Hipocampus Centros De Aprendizaje

*Analytics and Operations Intern*

**Santa Clara, California**  
July 2025 - Present

- Engineered an automated analytics workstream using R and Excel models to process 1,600+ evaluation records projected to reduce manual processing time by 50% upon full implementation; produced B2B impact reports.
- Designed a scalable data validation framework adopted company-wide to eliminate duplicate records and establish key performance metrics for data health. Utilized Tableau for data visualization and synthesized 10+ research.

### Teamlink - PropTech Real Estate Startup Company

*Digital Marketing Intern*

**Sydney, Australia**  
June 2024 - July 2024

- Executed CRM segmentation for 5,000+ users with Brevo, utilizing behavioral data to drive targeted engagement.
- Collaborated with Product and Design teams to map and optimize platform automation flows, streamlining the user onboarding journey and reducing friction.

### Crocs Inc.

*E-Commerce Department Intern*

**Shanghai, China**  
July 2023 - August 2023

- Analyzed demand profiles and managed the lifecycle of 50+ weekly Purchase Orders within SAP, ensuring 100% compliance with internal operational audit standards.
- Authored a comprehensive SAP onboarding guide and transition document, standardizing training protocols to accelerate ramp-up time for future hires.

## RELEVANT EXPERIENCE

### INFORMS SCU

*President, Founder of Chapter*

**Santa Clara, California**  
March 2025 - Present

- Founded SCU university chapter of INFORMS, successfully navigating National Board accreditation and University charter requirements to establish the organization. Recruited and structured a 10-person leadership team, defining roles and responsibilities to execute professional development events for the student body.
- Spearheaded cross-departmental collaboration with engineering and business clubs to secure funding and logistical support for joint initiatives. Managed end-to-end organizational operations, including financial budgeting, multi-channel marketing, and logistical execution.

### The Redwood - SCU Yearbook

*Managing Editor & Operations Manager*

**Santa Clara, California**  
March 2025 - Present

- Performed an internal audit of historical finances by reconciling three disparate data sources to identify and resolve a \$12,000 invoicing error. Restructured the equipment budget by analyzing technical needs and navigating university procurement protocols to secure funding for 17 staff members.
- Managed a \$20,000 operating budget and production schedule, coordinating directly with the publisher (Walsworth) to ensure on-time delivery of the 78-spread publication.

### SCU GetVirtual Chapter

*Project Manager & VP of Internal Relations*

**Santa Clara, California**  
February 2024 - June 2025

- Spearheaded a cross-functional team of 5 to engineer end-to-end digital strategies for 3+ clients in the BioTech and retail sectors, effectively doubling engagement metrics through data-driven SEO and media optimization.
- Standardized internal operations by designing a comprehensive project manager training curriculum & reporting workflows; synthesized complex operational data into performance dashboards to deliver decision-ready reports.

## SKILLS, HONORS & CERTIFICATIONS

**Technical Skills:** Tableau, Excel Modeling, SQL, R, Python, SAP(ERP), Generative AI, ARGUS Enterprise

**Honors:** University Honors Program, ACE Leadership Program, Leavey Scholars, Beta Gamma Sigma