

ATHENA LUONG

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EDUCATION

University of California, Los Angeles (UCLA)

Bachelor of Sciences in Data Science and Statistics, Minor in Data Science Engineering

Los Angeles, CA

Expected Jun 2026

- **GPA:** 3.97/4.0, Dean's Honors List
- **Awards:** L.E.K. x UCLA (1st), Virtual Enterprise Competitions (6th Accounting USA, 19th Finance USA, 16th Business Plan CA)
- **Relevant Courses:** Statistical Programming with R Intro, Computer Science I Intro (C++), Linear Algebra and Applications
- **Programs:** KPMG Inspire to Hire Program, Alvarez & Marsal Corporate Performance Improvement Consulting Program

PROFESSIONAL EXPERIENCE

Goodwill Southern California - International Employment Support Nonprofit

Los Angeles, CA

Co-Project Manager - Event Coordination (Contract)

Apr 2024 - Present

- Directed 4 consultants and collaborated with the Chief Development Officer to conduct stakeholder analyses of 60+ organizations
- Formulated 4 AI implementation strategies and a 15 nation-wide-impact fundraising ideas to increase investment and reduce costs

siggi's - Leading Yogurt Company

Los Angeles, CA

Project Manager - Brand Strategy (Contract)

Apr 2024 - Jun 2024

- Guided 5 analysts in developing 4 branding strategy proposals for online presence and packaging, addressing risks and mitigations
- Motivated team to exceed SOW expectations, with a consultant creating 6 new packaging designs and learning Adobe Photoshop
- Surveyed 100+ individuals on Qualtrics and interviewed 11 Gen Z consumers, noting Millennial vs. Gen Z preferences

Fortune 500 Global Aerospace, Defense and Security Corporation

Los Angeles, CA

Project Manager Intern - Market Research, Consultant (Contract)

Jan 2024 - Mar 2024

- Interviewed aerospace industry experts for strategic insights on contracting, presenting findings to 10+ engineers and managers
- Led 4 consultants in a sub-project, yielding 4 analysis reports on the client's and competitors' branding, financials, and partnerships

Youth Entrepreneurship Association - 5-Figure Entrepreneurship Support Nonprofit

Los Angeles, CA

Business Consultant (Contract)

Jan 2024 - Mar 2024

- Expanded the number of chapters by 33% by engaging with 35+ high schools and presented to 15 students about club opportunities
- Sent 20 tailored partnership request emails, securing a response of interest from an Inc. 5000 and Forbes-featured media company

Private Tutoring Service

Los Angeles, CA

Math and Spanish Tutor

Oct 2021 - Jan 2024

- Secured 5 students via teacher and Facebook outreach, designed personalized study plans, and gathered session feedback to improve
- Boosted exam averages from 65% to 95% and academic grades by over 8% within 4 months, attaining a 100% student passing rate

University of California, Irvine Paul Merage School of Business

Irvine, CA

Data Researcher Intern

Sep 2022 - Nov 2022

- Developed an Excel model that identified ticker symbols for 600+ companies, which was utilized by the professor for the research

LEADERSHIP & INVOLVEMENT

180 Degrees Consulting - Global Social Impact Consulting Organization

Los Angeles, CA

Project Manager, External Events Committee Member (4% Acceptance Rate)

Oct 2023 - Present

- Coordinated DEI Summit with 4 clubs and 9 speakers, securing 40+ attendees and 2 LinkedIn posts praising the event's impact
- Developed EY-Parthenon competition framework: drafted 3 case ideas, updated website content, and pitched to 100 attendees

UConsulting LA - UCLA's Premier Consulting Group

Los Angeles, CA

Project Manager, Client Relations Committee Member (2% Acceptance Rate)

Oct 2023 - Present

- Conducted outreach to 80+ firms to source clients, achieved a 7.5% response rate, and shadowed a successful client meeting

SKILLS & INTEREST

Skills: C++, Java, R, SEO, Microsoft Office (PowerPoint, Excel, Word), Google Suite, Vietnamese (Native), Spanish (Basic)

Interests: Friendship Counseling, Dancing (K-pop, Hip-hop), Self-Help Content (Psychology of Money, Ali Abdaal), Affirmations