

# ATHENA WU

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Portfolio: www.awuportfolio.com

## EDUCATION

**The University of Texas at Austin** Bachelor of Business Administration | Management Information Systems May 2026  
Certificates: Computational Science and Engineering and Elements of Computing  
Overall GPA: 3.96 | SAT: 1550 (M 780, V 770)

## SKILLS

**Technical Skills:** Python, SQL (PostgreSQL, Oracle), MS Excel, Figma, Agile/Scrum, Jira, Tableau, RStudio, HTML, CSS, JavaScript, MVC Framework, C#

**Relevant Coursework:** Full Stack Web Development, Database Management, Programming, Software Design, Web App Development, Differential Equations with Linear Algebra

**Certificates:** UC Berkeley Extension Data Analytics Boot Camp (Nov 2024)

## EXPERIENCE

**Hudl** – *Product Management Intern*; Lincoln, NE May 2025 – August 2025

- Led a team of 9 engineers and designers to deliver personalized content to 100M+ fans, targeting a 15% retention lift
- Defined MVP features and evaluated technical trade-offs to scope and prioritize 6 product initiatives, focusing resources
- Developed strategic investment docs and 12-month roadmaps to secure leadership buy-in and align stakeholders
- Analyzed user data in SQL and conducted usability testing, leading to design iterations that resolved key fan pain points

**Austin Technology Incubator** – *Student Associate*; Austin, TX September 2024 – August 2025

*Specialized in deep-tech, sustainability-focused ventures; \$2B+ funds raised and 500+ companies served*

- Conducted due diligence and presented evaluations for 10+ startups to drive admission decisions, including 2 acceptances
- Researched market and competitive landscapes to refine growth strategies for 3 companies, strengthening market fit

**Atlas Sensor** – *Go-to-Market Strategy Intern*; Austin, TX February 2025 – May 2025

- Interviewed 20 customers and partners, translating insights into a refined value proposition that shaped our GTM strategy
- Built a go-to-market roadmap leveraging a channel distribution model, securing interest from 5 potential distributors
- Prototyped a new interactive website in Figma, enhancing product storytelling to boost engagement with demos

**Zero Electric** – *Product Strategy Intern*; Austin, TX September 2024 – December 2024

- Performed root cause and competitive analyses to identify data and operational bottlenecks, reducing barriers to growth
- Assessed 25+ technologies on integration and trade-offs to build a licensing strategy guiding partnership outreach
- Co-wrote a 30-page report outlining potential risks and solutions, presented to the CEO to inform strategic planning

**Double A Labs** – *UX Analyst Intern*; Austin, TX May 2024 – August 2024

- Scaled and automated engagement analytics reports for clients, reducing turnaround time and manual labor by ~90%
- Validated 10+ metrics against historical user datasets in Python/Excel, identifying new KPIs to include in client reports
- Partnered with the lead engineer to optimize data extraction, improving reporting accuracy for multi-event datasets

## LEADERSHIP EXPERIENCE AND ACTIVITIES

**Texas Momentum** – *Vice President of Community* May 2024 – May 2025

*Student-led technology startup accelerator; \$1M+ funds raised, 20+ startups served, 150+ interns supported*

- Hosted a build-a-thon for 70+ students and 8 expert judges, expanding visibility with YC founders and investors
- Facilitated interviews and evaluated product-market fit for 40+ startups, resulting in 2 highly selective cohorts (35%)
- Coordinated 6+ recruitment events, 30+ workshops, and 2 demo day trade shows, boosting attendance by ~30%
- Implemented community-driven initiatives in the accelerator program, growing student and mentor network by 2x

**Texas Consulting** – *Analyst (selected as one of 12 from a pool of 250+ students)* September 2024 – Present

- Assessed the \$150B+ pet market for State Farm's PE branch, surfacing subsectors for further diligence and deal sourcing
- Analyzed key trends in pet healthcare, identifying 3 high-potential growth opportunities to support investment strategy
- Synthesized findings into a 20-page report, leading to a positive investment recommendation adopted by the firm

**Product @TX** – *Fellow (selected as one of 23 from a pool of 150+ students)* February 2025 – Present