

KEVIN ZHANG

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EDUCATION

The University of Texas at Austin, McCombs School of Business

May 2023

BBA – Management Information Systems

Relevant Coursework: Statistics and Modeling • Database Management • Predictive Analytics/Data Mining • Audit and Security

TECHNICAL SKILLS

SQL • Tableau • Python • R • C# • Google Suite • Microsoft Suite • WordPress • GitHub • Jira • AWS • Azure • Mural

WORK & ENTREPRENEURIAL EXPERIENCES

HEB – eStore Leader

July 2021 – Present

- Developed an Excel dashboard to gather, clean, and transform data, identifying patterns, and presenting insights to management.
- Extracted and analyzed data from Salesforce to make prediction for immediate orders, optimizing employee time allocation.
- Collaborated with the eStore team to implement improvements based on KPIs resulting in enhanced operational efficiency.

Discount Hound – Founder

February 2020 – March 2024

- Compared carriers on pricing, insurance, service, and history, decreasing logistics costs and improving customer satisfaction.
- Developed and refined demand forecasting models using industry and historical data, increasing order accuracy by 15%.
- Utilized demand forecasting models to predict inventory needs, reducing stockouts and optimizing stock availability.
- Created Excel models to analyze the performance of over 200 SKUs, leveraging functions such as XLOOKUP and PIVOT tables.

Project School House– Website Development Intern

December 2019 – February 2020

- Collaborated with the CEO to design and optimize the website, enhancing user experience and functionality.
- Contributed to the creation of wireframes and mockups using Mural to ensure alignment with CEO requirements and user needs.
- Supported the development of website content, ensuring it was aligned with CEO best practices to improve online visibility.

PROJECTS

Capstone: ACC- The.DPP – Business Analyst

- Led business analysis by gathering requirements through stakeholder interviews to design and implement a checkout system.
- Conducted stakeholder analysis, user stories, and feasibility matrix to ensure requirements were aligned with client needs.
- Managed project requirements using Trello, ensuring efficient team collaboration, task tracking, and timely completion of sprints.
- Developed a tutorial to train client on the newly implemented software, ensuring long-term adoption and sustainability.

Exxon Mobile: Energy Startup Pitch

- Led a team in developing a comprehensive pitch, conducting market analysis and identifying needs, and opportunities.
- Delivered a presentation to executives, effectively pitching the idea and demonstrating its potential, viability, and innovation.

MIS 333K: Web Development Project

- Partnered with a cross-functional team to develop a fully functional banking system using C#, Razor, .NET, CSS, HTML, and Azure.
- Conducted testing and debugging to ensure system stability and functionality, contributing to the project's success.
- Ranked 1st place among 35 teams, for technical excellence project execution, and teamwork in the final project presentation.

LEADERSHIP EXPERIENCE

Vietnamese Student Association – Social Chair

Fall 2019 – Spring 2022

- Led the planning, logistics, and supply management for 20+ events, ensuring smooth operations and timely resource availability.
- Analyzed past event data to predict necessary supplies, reducing required inventory by 20% and lowering costs by 35%.
- Negotiated with venues to secure better pricing and favorable terms, achieving cost savings and enhancing event quality.

ADDITIONAL INFORMATION

- **Certification:** Unilever: Supply Chain Analyst, Data Camp: Data Analyst
- **Languages:** Cantonese, Mandarin, Spanish, Vietnamese
- **Interests:** Anime, Astronomy, Couponing, Cooking, Finance, Dad Jokes, Data, Fun Facts, Skateboard, Technology, Thrifting, Traveling
- **Work Eligibility:** Eligible to work in the U.S. with no restrictions