

AARON ZHENG

Atlanta, Georgia • (251)-599-1155 • azheng@gatech.edu • www.linkedin.com/in/aaron-zheng1234
azheng1234.github.io

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business

Atlanta, Georgia

Bachelor of Science in Business Administration

Graduation: December 2022

GPA: 3.92

- Concentration: Strategy and Innovation
- Certificates: Business Analytics, Entrepreneurship, Leadership & Organizational Change
- Dean's List, Blount Endowed Scholarship

EXPERIENCE

PANDA HAVEN

Mobile, Alabama

Analyst

January 2022 – Present

- Increased sales revenue by over \$7,000 per month by strategically updating prices for 200+ items to account for COGS, local competition, and 3rd party delivery commissions
- Increased sales revenue by \$5,600 per month by consolidating marketing strategy for 5+ online platforms and by using ad campaigns with 6.05x ROAS
- Negotiated a 5% commission rate decrease for 3rd party delivery partner resulting in an extra \$1,750 in profit per month
- Decreased order error to below 1.2% by implementing new POS and Kitchen Display System to replace legacy systems

UNITED PARCEL SERVICE (UPS)

Atlanta, Georgia

Outbound Supervisor

July 2020 – August 2021

- Achieved Rank #1 for trailer cube utilization out of 28 Outbound areas and cut ~\$3.83M in transportation costs by maximizing package count per trailer
- Set building record for cube utilization, reflecting 18% better performance than the next best area and 55% better performance than the worst performing area
- Managed 10 employees daily and trained 50 total employees to maximize performance and minimize risk of injury
- Ensured high performance to handle 45,000 packages weekly by auditing daily on loading quality/speed & label awareness

INDUSTRY TECHNOLOGIES

Atlanta, Georgia

President of Strategy & Operations

March 2022 – January 2023

- Created 360 virtual tours for pre-engagement training of temporary staff for specialized front-of-house gig platform
- Onboarded first paying customer in November, and continued to refine startup business model based on feedback
- Researched competitive landscape and formulated a differentiating strategy against Qwick, Gigs mart, Instawork, etc.

PROJECTS

BUSINESS ANALYTICS

August 2022 – December 2022

- Researched the correlation of social media and stock prices using Elon Musk's Twitter activity and TSLA stock
- Performed linear, stepwise, logistic regressions and sentiment analysis in R and used Tableau for data visualization

MGT 6165 VENTURE CREATION

January 2022 – May 2022

- Assisted Prof. Rubinoff with planning of new MBA course for summer semester including syllabus drafting, assignment planning/scheduling, and creating lecture material for design thinking workshops

SKILLS & CERTIFICATIONS

BOSTON CONSULTING GROUP STRATEGY CONSULTING VIRTUAL EXPERIENCE

April 2023

- Analyzed strategic & financial implications of handset leasing solution for telecom company and provided recommendation

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE

January 2023 – April 2023

- Reinforced analytics skills with 180 hours of lecture/study culminating in a final project analyzing Atlanta housing prices

Additional Certifications: Agile Foundations, Scrum Master, Tableau Essentials Certificate

Technology: Microsoft Office, Python, SQL, R, Tableau, Power Query, Qualtrics XM

Activities & Interests: Riding Motorcycles, Video Games, Personal Fitness