

Britney Venegas

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EDUCATION

Lehigh University

B.S. in Business Analytics, Marketing | GPA: 3.9

Bethlehem, PA

Aug 2021 – May 2025

- **Honors:** Summa Cum Laude, Lambda Mu Sigma Marketing Honor Society

COOP Careers Financial Services Fellow

Aug 2025 – Dec 2025

- 200 hours of instruction time, acquiring expertise in data cleaning, transformation, analysis, and visualization using Excel and Tableau dashboards, with a focus on financial data, KPIs, and market research.

SKILLS

Technical: R Studio (data visualization and modelling), SQL, Python, Tableau, Qualtrics, Canva, Excel, PowerPoint, SPSS

Certificates: Advanced Google Analytics, Hootsuite Platform, Inside LVMH, MoMA Fashion as Design (Coursera)

Languages: NYS Seal of Biliteracy (Spanish, Italian), French (Beginner)

EXPERIENCE

Lehigh University Art Galleries

Bethlehem, PA

Marketing and Data Analyst

Jan 2024 – May 2026

- Analyzed two years of multi-source data in Excel and R to understand visitor behavior, improve annual reporting efficiency by 50%, and support program development.
- Designed 10+ Qualtrics surveys to evaluate program ratings, communication channels, and visitor feedback, generating insights to shape operational strategy and improve visitor experience by 15%.
- Evaluated the gallery's impact on visitor well-being outcomes through statistical analysis of 125 survey responses in Excel, identifying 13 statistically significant improvements across 60 indicators.
- Created a new metrics schema to collect attendance data by relevant dimensions, improving data usability and retrieval efficiency by 90%.
- Led three focus groups to uncover visitor friction points and preferences, translating findings into actionable outreach strategies to build relationships with target visitors.

Lehigh University, Department of Marketing

Bethlehem, PA

Research Assistant

Jan 2025 – May 2025

- Screened 300+ articles and synthesized findings from 20+ academic studies on consumer behavior into structured Excel literature review tables to support research on luxury goods consumption patterns.
- Ensured compliance with journal publication standards by validating references and standardizing citations across 50+ manuscript pages to improve citation accuracy by 40%.

Warner Bros. Discovery

New York, NY

US Networks Research Intern

Jun 2024 – Aug 2024

- Retrieved Nielsen data using StarTrak to develop weekly performance reports in Excel for two TLC brand teams, improving data accessibility and decision-making efficiency by 25%.
- Analyzed 100+ survey responses in Excel to define best practices for programming titles, using statistical insights on title length and content to align with target audience preferences and drive viewership.
- Tracked 13 TLC programs on five distributor platforms across seven weeks for quality assurance in Excel, reporting presentation errors and contractual discrepancies to strengthen in-market performance by 10%.
- Integrated entertainment market research, M&A activity, and performance trends into eight weekly email newsletters, informing the U.S. Networks division of key industry developments.

RELATED PROJECTS

International Client, Omnichannel Retail Strategy – [Link](#)

Mar 2025 – May 2025

- Researched luxury fashion client's retail strategy across their flagship location, e-commerce site, and social media.
- Conducted a SWOT analysis and Miami market research to develop a localized proposal for U.S. launch strategy.
- Developed a social club loyalty program to differentiate the client through lifestyle events and local brand partnerships.

Predicting Buying Decisions – [Link](#)

Mar 2025 – Apr 2025

- Explored data in R by calculating statistical averages of performance metrics and segmenting by gender and genre share.
- Analyzed 16 variables to create linear and logistic regression models predicting dollars spent and buyer subscription status.
- Segmented customers into deciles based on likelihood to subscribe and profiled deciles by gender, genre tastes, and spend.

Social Listening with Online Reviews – [Link](#)

Feb 2025 – Mar 2025

- Analyzed 1,500+ customer reviews in R, combining author, review, and product data to create visualizations and run t-tests.
- Utilized VADER sentiment scores to compare consumer attitudes towards two brands, grouping reviews by length and rating.
- Outlined the analyses needed to design a collaboration for the retailer, emphasizing common audiences and customer loyalty.