Natalie Hoang

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EDUCATION

C.T. Bauer College of Business | University of Houston | Cumulative GPA 3.6 Fall 2027

Bachelor of Business Administration in Management Information Systems & Minors in Marketing and Human Resource Management

Awards & Honors: Chick-fil-A Remarkable Futures Scholarship (2024), Academic Excellence Scholarship (2024-2028), Dean's List (2024-2026), Ted Bauer Undergraduate Scholar Recipient (Fall 2025)

EXPERIENCE

Katy Floral Market | *Data Analyst Assistant and Marketing Assistant* | Houston, TX May 2024 - Present

- Contribute to business scaling efforts, enabling the expansion of the wholesale increasing profits by 15% each year
- Analyze consumer demand trends and develop growth strategies, supporting long-term profitability
- Execute operational planning for the shop's busiest sales periods, including Valentine's Day and Mother's Day, resulting in $15,000+ in profit

Amazon | *Area Manager Intern* | Tracy, CA June 2026 - August 2026

- Managed a team of 75 associates, driving a 5% month-over-month improvement in productivity and operational efficiency
- Oversaw daily operations and logistics workflows at a high-volume fulfillment site, coordinated staffing, and process execution to meet performance targets
- Ensured compliance with California labor law and safety standards while managing onboarding and training processes for new associates

Walgreens | *Community Management Intern* | Houston, TX June 2025 - October 2025

- Analyzed daily and weekly operations to limit asset loss, increasing profits by 4% monthly
- Conducted in-depth audits and customer engagement research, resulting in the identification of missed marketing outreach opportunities

EXTRACURRICULAR ACTIVITIES

Asian Business Student Association | *Active Member* | Houston, TX January 2025 - Present

- Develop strong interpersonal and communication skills by participating in 5+ professional workshops per semester
- Network with fellow students and build a team of 8 driven future professionals by competing in case competitions

PROJECTS & COMPETITIONS

Process Improvement Initiative | Amazon | Tracy, CA June 2026 - August 2026

- Discovered that a key workflow process wasn't being followed correctly across shifts at an Amazon fulfillment center, which was leading to false data and hiding the real performance problem
- Redesigned the workflow process, including new routes and reorganized work areas, and presented the changes and new process guidelines to senior leadership

Enhancing Immunization Awareness & Engagement | **Walgreens** | Houston, TX June 2025 - August 2025

- Led a store-level initiative to increase immunization awareness by assessing customer engagement gaps and reworking promotional strategies, collaborating with pharmacy and front-end teams to execute a streamlined engagement plan that increased customer engagement by 10%
- Presented findings and recommendations to district leaders, aligning with Walgreens' mission to enhance community health

Women in Solution Selling | **Baker Hughes** | Houston, TX November 2025 - November 2025

- Collaborated cross-functionally with a team of 5 to design and present a customized business solution to Baker Hughes leadership
- Placed 1st out of all competing teams in the sales workshop challenge, outperforming peers across multiple universities

SKILLS AND CERTIFICATES

Languages: Fluent in Vietnamese and English

Software: Microsoft Suite (Excel, Access, Word, PowerPoint, Outlook, Power BI), Tableau