

# Annie Kong

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## EDUCATION

### Northwestern University - Kellogg School of Management

Expected: June 2027

*Master of Science in Management*

Relevant Courses: Marketing Management, Strategic Communications, Business Analytics

### University of Illinois at Urbana-Champaign

*Bachelor of Science in Finance and Statistics, Certificate in Data Science*

**Certificates:** Google Analytics 4 – Google Skillshop, Inside LVMH - Creation and Branding, Operations and Supply Chain

## PROFESSIONAL EXPERIENCE

### Thread & Promise

Chicago, IL

*Ecommerce Manager – Volunteer*

March 2026 – June 2026

- Supported the design and development of the company's ecommerce website, translating business and customer needs into website structure, PDP content, and digital merchandising decisions.
- Coordinated cross functional e commerce initiatives across marketing, finance, and other teams, developing workflows to streamline communication and execution of website and product updates.

### Capgemini

Chicago, IL

*Analyst*

October 2024 – October 2025

- Documented and analyzed end to end digital and business workflows, gathering requirements from stakeholders to improve cross functional alignment and execution efficiency in a fast paced, client facing environment.
- Tracked milestones, dependencies, and risks across multiple workstreams, supporting on time delivery in a fast paced, client facing environment.
- Produced weekly status reports and presentation decks synthesizing operational and performance metrics, enabling leadership visibility into progress and priorities.

### Waymaker

Naperville, IL

### Independent Ecommerce Reseller / Marketplace Operator

*Self Directed Project*

January 2024 – August 2025

- Managed daily ecommerce marketplace operations across eBay and Facebook Marketplace, maintaining product listings, coordinating order fulfillment, and ensuring on time delivery.
- Built Excel based SKU performance trackers using pivot tables and lookups to monitor sell through, inventory aging, and margin trends, supporting data driven pricing and assortment decisions.
- Executed end to end product listing launches, including PDP copy updates, pricing optimization, imagery refinement, and category attribution to improve conversion and assortment clarity.
- Earned 100+ five star customer reviews within the first six months by delivering high quality digital merchandising, responsive customer service, and reliable order fulfillment.

### Crowe LLP

New York City, NY

*Consulting Intern*

May 2023 – August 2023

- Executed comprehensive risk assessments across multiple client sectors using Python and R, evaluating financial and operational risk to strengthen client readiness contributing to a 15% reduction in potential risk exposure.
- Coordinated directly with senior consultants on 7+ business intelligence reports and data visualization projects for clients in diverse industries, including financial services, life sciences, and technology.

## PROJECTS

### Korean Hair Care: US Beauty Trend Report

- Used Spate trend intelligence data to identify Korean Hair Care as the fastest rising US hair trend (+105% YoY), breaking it into scalp care, glass hair, and K beauty ritual subrends supported by search and social metrics.
- Designed a visual trend report carousel to translate the data into an engaging, consumer facing story, pairing insights like a 90% TikTok share of category attention and a 1,000%+ scalp serum search spike with category examples like Lilyeve.

### The Digital Shelf: What Drives Beauty Product Performance?

- Audited 8,494 SKUs across 304 brand portfolios in Sephora's catalog to analyze channel distribution, pricing strategy, and digital shelf visibility, finding online only products get up to 10x fewer reviews than in store items despite equal star ratings.
- Synthesized brand tiering, pricing elasticity, and promotional discounting patterns into a three pillar roadmap: closing the online visibility gap, aligning distribution to brand prestige, and auditing exclusive discounting.

## SKILLS

**Technical Tools & Languages:** Access, Excel, Powerpoint, Word, R, Python, SQL, Tableau, Power BI, Git, Slack, VBA

**Languages:** Mandarin Chinese (Fluent), English (Fluent)

**Interests:** Drawing & Painting, Fashion and Beauty, Travelling, Tennis, Exploring New Cuisine & Restaurants (Yelp Elite)