BRIAN ZHOU

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EDUCATION

New York University, Leonard N. Stern School of Business — **New York, NY**
B.S. in Business concentrating in Management, Minor in Computer Science — *Expected May 2027*

- **Cumulative GPA:** 3.94/4.00 **| SAT:** 1580/1600 | **Coursework:** Strategic Mgmt., Decision Modeling, Web Dev (Teaching Assistant)
- **Honors & Clubs:** Entrepreneurial Exchange Group, NYU Orchestra, Stern Book Club, Stern Social Impact Fellowship, Dean's List x 3

PROFESSIONAL EXPERIENCE

String AI — **New York, NY**
Growth Intern — *Sep 2026 – Present*

- Owned String's agent-led growth map, automating AEO-optimized pages, improving agent experience, and setting up metrics tracking
- Hand-delivered personalized gifts to 25 companies in NYC, resulting in 5 customers trialing and adding ~$1,000,000 to the sales pipeline
- Hired a mime and designed branding materials for guerilla marketing campaign during SF Tech Week which doubled our website traffic

Bain & Company — **Dallas, TX**
Associate Consultant Intern (received return offer) — *Jun 2026 – Aug 2026*

- Developed data tools to save hours of Alteryx work for key data flow; drove adoption by partners and consultants across client account
- Determined sales headcount/revenue comps for leading software companies to support AI-native transformation of large tech sales org
- Volunteered on pro-bono case for local museum; delivered a survey dashboard and iterated off client feedback to inform 10-year strategy

CarMax — **Richmond, VA**
Business Analyst Intern — *Jun 2025 – Aug 2025*

- Discovered critical survey step causing 40% of total respondent attrition by using SQL to analyze millions of CarMax customer journeys
- Aligned key stakeholders to launch initiative to revamp survey technology + UX, lowering respondent attrition rate by 6% in one month
- Improved metric definition, collection, and analysis methodology to adapt to industry-wide survey fatigue and declining response rates

T-Mobile — **Frisco, TX**
Software Engineering Intern — *May 2024 – Aug 2024*

- Designed a dashboard to track 120 daily software tests by automating data collection with Java and SQL, directly saving 15 hours/month
- Devised comprehensive quality assurance guides and established best practices for testing to aid in overhaul of legacy B2B billing system

Saltgrass Steakhouse — **The Colony, TX**
Server — *May 2023 – Aug 2023*

- Achieved record-breaking cocktail and appetizer sales and earned recognition from general manager for exemplary teamwork & attitude

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

NYU Entrepreneurial Exchange Group — **New York, NY**
Vice President, Startup Team Lead — *Feb 2024 – Present*

- Launched a highly selective startup team program and mentored 8 passionate students from pre-idea to $600+ in revenue in just 8 weeks
- Organized meetings, panels, office visits, and socials across NYC to serve, advance, and grow the entrepreneurial community at NYU
- Started EEG Book Club aimed at promoting consumption of long-form content and exploring one's place in a complex world post-grad

Esports Club — **Frisco, TX**
Co-founder — *Sep 2021 – May 2023*

- Co-founded first high school esports club in my city and secured $1,800 in district funding to purchase hardware and host tournaments
- Scaled club to over 100 members through school-wide outreach, becoming one of the largest and most diverse organizations on campus

ACHIEVEMENTS & PROJECTS

IDC Data Tool (Bain) — *Jun 2026 – Aug 2026*

- Built AI data tool with Codex to quickly visualize client's market share from large (>1.5m rows) datasets using natural language queries
- Demoed tool, use-case, and roadmap to senior leadership, focusing on audience needs to achieve adoption across the account (6 teams)

NYU Inter-School Product Case Competition Winner — *Apr 2025*

Stern Consulting Case Competition Winner — *Mar 2025*

Charity Basketball Tournament Management System — *Jun 2024 – Jul 2024*

- Created live tournament management solution for a youth charity basketball tournament which raised over $40,000 for epilepsy research
- Worked directly with the charity's founder to solve key pain points and execute on vision, ensuring seamless rollout for 2024 tournament

SKILLS & INTERESTS

- **Languages & Skills:** Mandarin (Proficient), Italian (Limited), Excel, PowerPoint, Alteryx, Python, JavaScript, SQL, Figma, Tableau
- **Interests**: Basketball, Cat fostering, Dallas sports, Hiking, *How I Met Your Mother*, National parks, Poker, Stargazing, Violin, Weightlifting