

# Alex Gage

(214) 213-5779 | bryan.gage@tamu.edu | [linkedin.com/in/alex-gage01](https://www.linkedin.com/in/alex-gage01)

## EDUCATION

### Texas A&M University, Mays Business School

*Master of Business Administration*

College Station, TX

December 2025

- *Certificates in Marketing, Finance, and Supply Chain & Operations*

### Texas A&M University

*Bachelor of Science - BS, Plant and Environmental Soil Science*

College Station, TX

May 2024

## EXPERIENCE

### 7-Eleven Headquarters, Irving, Texas

*Category Manager Intern, Fresh Food*

June 2025 – August 2025

- Built a comprehensive Power BI dashboard that became the foundation for profitability assessment across all 13,500 stores, serving as the first standardized tool for field operators to guide strategic decision-making
- Uncovered \$11M in excess ingredient spend, secured a \$2M credit, and implemented a new training process projected to reduce distressed inventory by \$10M annually
- Conducted a deep-dive capacity analysis comparing operational throughput against demand, enabling executives to greenlight SKU expansion that doubled product assortment in a \$60M category
- Trained team members on regression analysis, statistical modeling, and AI applications, elevating analytical capabilities and embedding advanced techniques into core team processes

### JCPenney Headquarters, Plano, Texas

*Digital Sr. Specialist, Digital Analytics*

August 2022 – March 2024

- Leveraged regression analysis to evaluate millions of data points, optimizing customer funnel performance and driving measurable gains in traffic, retention, and conversion rates
- Transformed complex data into actionable insights, crafting compelling narratives through data storytelling to empower leaders across nine divisions in strategic decision-making
- Designed and launched a real-time e-commerce dashboard, streamlining access to key performance indicators and enhancing leadership's ability to make timely, data-driven decisions
- Championed the customer experience, analyzing over 30,000 reviews to drive enhancements in sizing and photography standards on JCP.com, improving the site experience for over one million daily users

### Sr. Project Specialist, Merchandise Strategy & Operations

May 2021 – August 2022

- Partnered with senior leaders across Merchandising, Marketing, Supply Chain, Logistics, and Digital to align strategic priorities and drive the execution of high-impact initiatives across nine divisions
- Designed and implemented a comprehensive enterprise-wide framework to streamline private-brand launches, enhancing go-to-market efficiency and enabling proactive responses to evolving market trends
- Led a team of contractors in curating a 5,000-SKU product assortment, facilitating a seamless transition from the Sephora partnership to the successful launch of JCP Beauty

### Merchandise Project Specialist, Sephora

August 2016 – May 2021

- Served as the strategic liaison between JCPenney and Sephora leadership, facilitating seamless cross-company collaboration, aligning priorities, and driving execution for an 80+ member organization
- Led high-impact business reporting and analytics, delivering critical weekly insights to senior leadership, buyers, and planners, enhancing data-driven decision-making and optimizing category performance

## SKILLS & INTERESTS

**Technical Skills:** Strategic Problem Solving | Process Improvement | Financial Modeling | Client Engagement | Data Analytics | Regression Analysis | Data Visualization | Power BI | Tableau | Advanced Excel | Market Research | Customer Insights | E-Commerce Strategy | Cross-Functional Collaboration | Business Communication | Professional Presentation Skills

**Interests:** Investments, strategy games, hiking & outdoor adventures