

HANNAH HYKES

hhykes@umich.edu • (949)-945-4818 • [linkedin.com/in/hannah-hykes](https://www.linkedin.com/in/hannah-hykes)

EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2027 <ul style="list-style-type: none">• 3.97/4.00 GPA• Concentration in Strategy Minor in User Experience (UX) Design• Activities and Societies: Michigan Business Women, BBA Council Representative, Pi Beta Phi, Pickleball Club	Ann Arbor, MI
EXPERIENCE	MECC CONSULTING CLUB Consultant <ul style="list-style-type: none">• Conducted targeted market entry analysis for mental health-focused social media platform, using University of Minnesota as case study to analyze market trends; identified 4 target universities and developed expansion strategy projected to boost student engagement by 15%• Analyzed front-end and back-end data of 5,000+ users using Excel and MixPanel, discovering consumer behavior insights, key demographics and top-performing topics to create content strategy aimed at increasing platform engagement among targeted university students• Evaluated platform features and engagement trends to develop content and UX design recommendations focused on navigation and accessibility, enhancing user retention• Developed comprehensive financial valuation for platform's expansion strategy, forecasting additional \$200K in revenue from partnerships with universities within a year	Ann Arbor, MI
2024	OKAMI MEDICAL Marketing Intern <ul style="list-style-type: none">• Researched market positioning and competitive landscape for 20+ peripheral embolization devices by conducting SWOT analyses, identifying 3 key strength areas for sales strategy focus• Created and presented strategic sales training materials using PowerPoint and Canva, to improve sales reps' retention of key information and streamline the training process• Compiled and summarized key outcomes from 15+ peripheral embolization cases for company website, contributing to improved engagement and 10% increase in website traffic• Optimized website materials by simplifying medical content and enhancing readability, resulting in improved understanding of product and procedure for 500+ patients and families	Aliso Viejo, CA
2023-Present	MICHIGAN INNOVATIVE MARKETING Marketing Analyst <ul style="list-style-type: none">• Led UX design initiatives for local fitness studio by improving website layout and call-to-action placement, enhancing user navigation and engagement, resulting in 10% increase in site traffic• Refined social media content to align with studio's target demographics by enhancing visuals, strengthening branding, and implementing consistent social media posting schedule; this strategy drove 15% increase in Instagram followers and boosted social media engagement• Executed SEO optimization strategy by refining target keywords, enhancing meta descriptions, and improving site structure, resulting in an increase in page rankings for target keywords	Ann Arbor, MI
2024-Present	DELTA SIGMA PI - XI CHAPTER VP Community Service (2025), VP Fundraising (2024) <ul style="list-style-type: none">• Partnered with 5 campus and local service organizations to coordinate monthly service events for 100+ members, resulting in 500+ volunteer hours dedicated to local causes• Organized large-scale fundraising events in partnership with local companies, securing \$3,000+ to fund professional development trek which provided 50+ members networking opportunities at 5+ companies, fostering valuable career development opportunities• Designed promotional content using Canva for fundraising events, leveraging social media and email campaigns to expand outreach, raising record-breaking amount for a single fundraiser	Ann Arbor, MI
ADDITIONAL	<ul style="list-style-type: none">• Medaled at US Youth National Rowing Championship in 2023 in the Women's Varsity 8+• Girl Scout Gold Award Recipient, earned by < 6% of girl scouts, founded pen pal program connecting elementary school students with seniors to address post-COVID loneliness• Passionate explorer who's adventured through 14 countries and counting; most recent favorites include New Zealand and Iceland where I hiked to an active volcano• Amateur self-taught Ukulele player; favorite song to play is Hey Soul Sister by Train	