SALMA AKNANAI

Sales | Marketing | Business Development

CONTACT

- +1-513-570-3002
- salma.aknanai@gmail.com
- Cincinnati, OHIO
- www.linkedin.com/in/salma-aknanai

EDUCATION

2024 - 2025
RENNES SCHOOL OF BUSINESS

- Master of Digital Marketing & Management

2021 - 2023
UNIVERSITY OF CINCINNATI

- Bachelor of Business Administration
- GPA: 3.3 / 4.0

SKILLS

- Digital Marketing
- Social Media Management
- Cross-Functional Leadership
- Time Management
- Problem Solving
- Effective Communication
- Critical Thinking

LANGUAGES

- English: Fluent
- French: Fluent
- Arabic: Fluent
- Spanish: Intermediate

PROFILE SUMMARY

Results-oriented professional with experience in financial services and business growth. Proficient in client relationship management, financial sales, and digital marketing, with proven experience in B2B development and cross-functional leadership.

WORK EXPERIENCE

Oviaskill (E-Learning Startup)   2024 - PRESENT
Marketing & Business Development

- Building and managing all social media channels (Meta, LinkedIn), executing content strategy (Canva, AI) and paid ad campaigns to drive growth.
- Conducting foundational market research and competitive benchmarking to define and set pricing strategy for all e-learning modules.
- Creating the company's B2B portfolio and sales brochure, leading outreach to establish corporate training partnerships.

US BANK   2023 - 2024
Client Consultant

- Partnered with advisor teams to acquire new clients and manage wealth portfolios.
- Delivered customized financial solutions to protect, manage, and grow client assets.
- Analyzed complex client needs and coordinated firm-wide resources to deliver exceptional service.

Fifth Third Bank   2021 - 2023
Service to Solution Representative

- Resolved 150+ daily client inquiries, consistently exceeding sales goals through product adoption.
- Led cross-functional teams to enhance bank security protocols and optimize mobile/web User Experience (UX).
- Trained and mentored new hire cohorts (15+ employees) on bank policies and service protocols.