

Amira Eid

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Skills

- Excellent communication skills
- Customer Service
- Time Management
- Strategic Planning
- Proactive.
- Organization
- Teamwork
- Leadership
- Problem Solving
- Multi-Tasking Strength

Education

Bachelor of Business Administration in Marketing

Bachelor of Business Administration in Business Analytics & Information Systems

The University of Iowa, Iowa City, IA | Expected in 12/2025

Activities and Honors

- 3.7/4.0 GPA
- Dean's List: Fall 2022, Spring 2023, Fall 2023, Spring 2024
- Merchandise Coordinator of Gamma Phi Beta October 2022 – Current
- Member of Women in Business August 2022 – January 2024
- American Marketing Association January 2024 – Current
- Volunteer with Big Brothers Big Sisters January 2024 – Current

Experience

IIB African Business Innovators Intern | Remote Position | 6/10/2024 – 8/10/2024

- Coordinated international business activities, managing an 8-hour time difference
- Assisted in marketing plan development and customer discovery
- Conducted market analysis, assessing competition for a lingerie start-up
- Designed and distributed surveys to gather consumer preferences
- Led manufacturer meetings to explore production options
- Created a pitch deck for investors

Social Media Coordinator/Sales Associate | HOTWORX, Iowa City, IA | 10/ 2023 - Current

- Built customer loyalty through exceptional service and membership sales
- Increased social media engagement by 400% through strategic content planning
- Conducted facility tours and responded to customer inquiries
- Developed and executed long-term social media strategies

Sales and Marketing Intern | Greek House, Iowa City, IA | 11/2023 – Current

- Arranged and conducted sales meetings with decision makers
- Interacted with businesses and student organizations across campus
- Pursued new leads and requested referrals
- Designed merchandise relative to the customer requests and trends in their field
- Provided quotes and worked within budget constraints to meet customer needs
- Achieved over \$20,000 in sales since November 2023 demonstrating strong sales performance

Host/ Catering Assistant | One World Café, Peoria IL | 05/ 2020 – 08/2022

- Managed up to 10 reservations and optimized restaurant seating
- Assisted servers when over tasked and ensured guest satisfaction
- Coordinated catering events and organized service stations

References

References available upon request

