

Aleena Virani

1719 Huntington Lane • Redondo Beach, CA 90278 • 310-507-4114 • aleenav@bu.edu

Education

Boston University School of Management

Boston, MA 2011-Present

Bachelor of Science in Business Administration with Dual Concentrations

- Marketing Concentration
- Information Systems Concentration

New-Product Development Project

- Worked on a team of ten to develop a new consumer product and created a 130-page business plan which incorporated concepts from Marketing, Finance, Information Systems and Operations Management
- Headed the Marketing sub team that created an Integrated Marketing Communications plan which outlined the product's potential increase in awareness for the next 5 years by using advertisements created for magazines, online presence, airports and expositions
- Determined optimal pricing strategies and created comprehensive sales forecasts for the product, which included analyzing product distribution, competition and repeat units to determine profitability and demand for the company for the next 5 years
- Presented the product and plan to an audience consisting of many professors, acting as potential investors, and students

Organizations: Boston University Marketing Club, Alpha Delta Pi Sorority

Experience

Boston University Cashier's Office, Boston, MA

November 2012 –December 2014

Administrative Assistant/ Information Systems Intern

- Communicated with multiple University departments daily, through phone calls and email messages
- Input and compiled data in an accurate and efficient manner; managed multiple spreadsheets
- Processed departmental checks, cash, and credit card payments from over 50 departments of the University
- Executed general Office Tasks, such as making copies and filing documents

451Marketing, Los Angeles, CA

May 2014-August 2014

Marketing and PR Intern

- Conducted daily hours of research to find new angles to pitch to media about our clients while also assisting with social media outreach efforts
- Built media lists consisting of hundreds of different outlets to increase client exposure, by using Cision and other tools
- Created press materials and pitched them to several clients and outlets via structured phone calls and emails
- Brainstormed new ideas and strategy for clients with upper-level account executives, and also participated in client meetings

Vince Camuto Social Media Internship, Boston, MA

January-May 2013

Campus Representative

- Planned and executed five campus events, with 30 in attendance, and four virtual competitions over the course of four months
 - Marketed and promoted these events using multiple social media sites weekly and attended various student organizations to market these events
 - Provided detailed reports on all social media activities and events
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Activities

Boston University College of Arts & Sciences Freshman Year Experience

Peer Fellow, September 2013-December 2013

- Mentored a group of 40 peer mentors and prepared them for their roles as teaching assistants by leading weekly discussion groups
- Contributed to the development process of the program

Volunteer Center Youth Coalition

President, 2010-2011

- Facilitated both Executive Board Meetings of 12 students and General Board Meetings of 100 students
 - Sat as the chair for five event committees to plan and execute volunteer events with over 200 volunteers in attendance
 - Acted as the liaison between the organization and community officials such as city governors and mayors
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Skills and Interests

- Computer: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Microsoft Access, Boston University UIS, Python Programming Language, SPSS, Sequel Pro
- Language: Studied six years of Spanish
- Personal Interests: Reading, dancing, traveling, exploring, exercising and meeting new people