EVA NIKOLAI

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EDUCATION

UNIVERSITY OF NOTRE DAME Notre Dame, IN
Master of Science in Business Analytics (MSBA) | *GPA: 3.7/ 4.0* May 2023

KENT STATE UNIVERSITY Kent, OH
Bachelor of Business Administration | *GPA: 4.0/4.0 | Major in Marketing | Minor(s) in Economics, Finance* May 2022

PROFESSIONAL EXPERIENCE

KENT STATE UNIVERSITY Kent, OH
Athletics Marketing Intern August 2021 - July 2022
- Guided 10 team members in executing competition/ campus promotional campaigns, implementing grassroots marketing strategies that resulted in increased community engagement and sustainable growth at revenue-generating sporting events
- Conducted market research with 2 interns, exploring opportunities to integrate new industry trends into the marketing plan; Presented findings to c-suite executives, including a competitive analysis of NFTs in college athletics and actionable recommendations to improve digital marketing, such as decision trees/ clustering to optimize audience targeting

Division-I Women's Lacrosse Student-Athlete August 2018 - May 2022
- Represented Kent State student-athletes on 5 university and conference-wide strategic committees, holding various leadership positions, and serving as a liaison between student-athletes and university and conference senior executives
- Led team to earn the IWLCA Community Awareness Award for DI women's lacrosse serving as Community Service Coordinator**,** organizing service activities, and connecting 38 athletes with volunteer opportunities in the local community

SHERWIN-WILLIAMS COMPANY Medina, OH
Management and Sales Intern June 2021 - August 2021
- Maximized customer satisfaction, utilizing product knowledge and expertise to creatively problem solve while consulting customers, identifying the best solutions to their specific needs while working in a fast-paced and hands-on environment
- Designed a presentation of data-driven recommendations to target the "DIY" customer segment by collecting new client feedback and analyzing data from the CRM system in MS Excel, suggesting strategies focused on customer experience

PROJECT EXPERIENCE

UNIVERSITY OF NOTRE DAME MSBA PROJECTS Notre Dame, IN
South Bend | Elkhart Regional Partnership Consulting Capstone, Project Manager January 2023 - May 2023
- Led a team of 5 to conduct analyses and present a custom BI dashboard, PowerPoint, and report to the executive team, highlighting the key insights as the impact of income, education, and transportation on population growth in the region
- Managed team communication and stakeholder relationships; Developed complex data management tool in R to extract large datasets and streamline future analyses through the efficient use of APIs and machine learning (K-means/ XGBoost)

Diversity, Equity & Inclusion (DEI) Grow the Good in Business Case Competition April 2023
- Finished top 10 of over 30 teams, producing a video pitch/slide deck of the Empowering Elderly Clients initiative aimed to transform accessibility/safety in digital financial services, critical for the 65+ demographic at increased risk for fraud
- Created 3 implementation steps: AI tool with biometric ID tech to reduce fraud/ enhance user-friendliness; Customer surveys as KPI for IT service effectiveness; Ambassador education program to empower elderly in self-service banking

Chicago Airport Performance Predictions March 2023
- Collaborated in a team of 4, comparing Chicago ORD versus Chicago MDW's departure delays; Predicted ORD to have more on-time departures, informing airline consumers' purchase decisions and MDW's need for process improvements
- Analyzed 10 years of data using statistical models and predictive analytics; Produced accurate and validated forecasts; Visualized findings in R and Python; Used data storytelling to deliver a results-oriented presentation to prospective buyers

LEADERSHIP & SERVICE

UNIVERSITY OF NOTRE DAME Notre Dame, IN
MSBA Association (MSBAA), Secretary and Historian August 2022 - May 2023
- Organized events for MSBA, managing a $12,000 budget; Advocated for peers' concerns while working closely with university leaders; Led meetings, maintaining productive discussions, detailed records, and tracking project timelines

Specialized Master's Council (SMC), Representative and Parliamentarian September 2022 - May 2023
- Represented MSBAA on the cross-functional team, collaborating with Mendoza liaisons to manage multiple projects simultaneously; Oversaw a $20,000 budget and external funding; Agenda-planned and facilitated monthly meetings

TECHNICAL SKILLS/ CERTIFICATIONS & INTERESTS

Technical Skills: R, SQL, Python, Tableau, Power BI, Azure, Figma, Microsoft Office/ Excel/ PowerPoint, Google Workspace
Certifications: Professional Sales Certificate - Kent State University, Google Analytics
Interests: Travel, Fashion, Painting, Coaching lacrosse, Event planning, Trail running