

Jeylani Thiam

Watertown, Massachusetts • (857) 498-2858 • jeylanithiam@college.harvard.edu

PROFILE

Freshman at Harvard with a passion for using technology to solve real-world business problems. At Harvard Student Agencies, I've worked hands-on with logistics, automation, and marketing at a million-dollar student-run business, helping streamline operations and scale brand reach. My previous experience building JZT Marketing — an AI-driven marketing business — sparked my interest in how automation and smart systems can transform traditional workflows. Skilled in leadership, problem-solving, and implementation, I'm driven to build tools that make organizations more efficient, adaptable, and future-ready.

EDUCATION

Aug 2025 — Present **Harvard University** Cambridge, MA

- **Academic Focus:** Freshman at Harvard College pursuing a double concentration in Economics and Computer Science

Sep 2021 — June 2025 **Watertown High School** Watertown, MA

- **Academic Excellence:** Graduated from Watertown High School with a 4.578 GPA, High Honor Roll recognition, National Honor Society membership, Cum Laude distinction, and a 1530 SAT score.
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EMPLOYMENT HISTORY

August 2025 — Present **FY27 Trademark Tours Sales Director, Harvard Student Agencies** Cambridge, MA

- **Sales & Outreach:** Leading sales strategy and client outreach for Trademark Tours, a subsidiary of Harvard Student Agencies, the world's largest student-run company generating over \$14M annually, with Trademark Tours itself generating over \$2M each year and providing tours for more than 100,000 people annually.
- **Process Automation:** Automating sales operations with Zapier and ChatGPT.
- **Revenue & Partnerships:** Driving revenue growth for Trademark Tours by building relationships with schools, organizations, and private groups, while managing partnerships that expand the reach and visibility of Harvard's official tour program.

June 2025 — August 2025 **FY26 CDE Intern, Harvard Student Agencies** Cambridge, MA

- **Internship Scope:** Served as a Summer Management Intern at Harvard Student Agencies, the world's largest student-run company with \$14M+ in annual revenue. Worked under HSA Cleaners & Dorm Essentials, a subsidiary generating over \$1M annually.
- **Website Development:** Designed and launched a new Shopify-based e-commerce website for Dorm Essentials, improving user experience and streamlining product navigation.
- **Operational Automation:** Created a QR-code based laundry bag tracking system using Zapier, replacing the manual tag process and improving bag traceability and logistics.
- **Marketing & Reach:** Led an organic social media campaign that generated over 100,000 views, driving engagement and increasing brand visibility across platforms.

Apr 2022 — Present **Youth Soccer Referee, U.S. Soccer Federation** Watertown, MA

- **Received Statewide Recognition:** Nominated to referee the Massachusetts Tournament of Champions, highlighting exceptional officiating skills and knowledge of the game.
- **Demonstrated Leadership and Mentorship:** Mentored new referees by providing guidance on officiating techniques and game management, fostering their growth and confidence.

- **Fostered Positive Sportsmanship:** Promoted a respectful and enjoyable atmosphere for players of all ages.

Jul 2023 — Aug 2025 **Youth Soccer Coach, Charles River Soccer Club** Watertown, MA

- **Led Training Sessions:** Organized and led sessions for 20+ kids, designing engaging drills and activities to develop technical skills and teamwork.
- **Managed Coaching Staff:** Supervised and coordinated with 4+ coaches to ensure effective collaboration and a consistent coaching approach for all players.

Jul 2023 — June 2025 **Founder, JZT Marketing** Watertown, MA

- **Implemented AI Automations:** Designed and deployed AI workflows using GoHighLevel to simplify client business operations.
- **Optimized Marketing Campaigns:** Implemented automated email and SMS marketing systems to improve engagement and streamline communication.
- **Became Proficient in Web Design:** Designed and managed the company website, becoming proficient in search engine optimization (SEO) to increase online visibility and drive organic traffic.
- **Developed Sales Expertise:** Conducted extensive cold calling to connect with potential clients, build relationships, and effectively present JZT Marketing's services.
- **Managed Client Relationships:** Provided ongoing support for business clients to maximize success.

EXTRA-CURRICULAR ACTIVITIES

Sep 2021 — June 2025 **Soccer Player, Watertown High School | New England Surf** Watertown, MA

- **High School Captain:** Led the Watertown High School varsity soccer team as senior captain, demonstrating leadership and teamwork.
- **Club Soccer at the National Level:** Competed in high-level tournaments with multiple clubs.

Nov 2022 — Feb 2025 **Indoor Track Runner, Watertown High School** Watertown, MA

- **Track Team Captain:** Led the varsity track team, motivated teammates, organized practices, and fostered a culture of dedication and sportsmanship.

SKILLS

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| • Web Development <ul style="list-style-type: none">• Shopify• Leadership• Strategic Thinking | • Automation <ul style="list-style-type: none">• Zapier• Communication• Adaptability | • Social Media Marketing <ul style="list-style-type: none">• Project Management• Conflict Resolution• Entrepreneurship |
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