**EDUCATION**

**The University of Iowa**, Tippie College of Business, Iowa City, IA Anticipated May 2025

B.B.A. Marketing; B.B.A. Business Analytics and Information Systems GPA: 3.86

* Leadership Studies Certificate
* Media Management Minor
* Dean’s List for 5 semesters
* Marketing Institute Scholar
* *Champion of Student Success* 
  + *Recognized at the Excelling@Iowa Champions' Reception for positively impacting a new student's transition*

**TECHNICAL SKILLS**

* **Tools:** Excel, Python, Access, SQL, JMP Pro
* **Methodologies:** Regression Analysis, Forecasting, Li, Pivot tables, Cluster Analysis
* **Certificates:** Social and Behavioral IRB, Social Media Marketing: ROI
* **Projects:** Saint Burch Tavern Demographic Research
* Designed and implemented a Qualtrics Survey for Saint Burch Tavern to evaluate customer satisfaction
* Conducted data analysis using JMP Pro, utilizing statistical tests like Chi-Square and Anova
* Summarized and presented key findings to address the research goal of attracting a young demographic

**WORK EXPERIENCE**

***Research Associate***

Tippie College of Business, Iowa City, IA January 2024 - Present

* Conduct a comprehensive literature review to understand the existing research and theories related to first-generation college students and their internship experiences
* Explore data of internship participation and identify any differences between first-generation and continuing-generation students
* Develop an assessment tool to gather quantitative and qualitative data on first-generation students’ internship

***Marketing Institute Scholar***

Tippie College of Business, Iowa City, IA January 2024 - Present

* Selected as one of the top 20 students for the prestigious Marketing Institute, a three-semester program aimed at cultivating the skills and knowledge necessary for a successful career in marketing
* Demonstrated versatility by undertaking "mini field projects" as part of the first semester, gaining practical insights into the challenges and opportunities that lay ahead in the Marketing Institute
* Delivered a tangible impact on clients' businesses through a finished consulting project, showcasing the application of acquired knowledge and skills in the real-world

*Student Design and Sales Manager*January 2024 - Present

Campus Ink, Urbana, IL

* Collaborate with fellow designers to create original and engaging designs that appeal to their target market
* Assist the product development process from start to finish, ensuring that all deadlines are met with quality
* Oversee the sales process, from lead generation to order fulfillment, and ensure that all client needs are met

***Tippie Direct Admit Peer Mentor*** August 2023 – October 2023

Tippie College of Business, Iowa City, IA

* Executed course-related tasks assigned by BUS:1200 instructors, including leading community builders and interactive activities, assisting with class preparations, and managing administrative tasks
* Shared valuable insights into the Tippie College experience and life at the University of Iowa to guide and inform new business students
* Demonstrate responsible behavior as a role model for new first-year students and fellow peer mentors

***Photo Production Student*** January 2023 - Present

University of Iowa Healthcare Marketing and Communications Team, Iowa City, IA

* Collaborating with content creators, graphic designers, video producers, and marketing managers in a marketing environment
* Enhanced skills in portrait, event, and environmental photography, and advanced photo editing
* Assisting and preparing photos for distribution, configuring and operating photo equipment, and offering technical and creative advice to content creators

***Server, Trainer, Bartender***August 2022 - Present

Saint Burch Tavern, Iowa City, IA

* Multitasked efficiently in a high-volume environment through taking orders, serving food and drinks, and attending to all guests needs
* Maintained high levels of customer service and professionalism while assisting 50+ customers per shift
* Developed a strong work ethic, quick serve, and leadership skills by working for tips and providing a dining experience that exceeds expectations

***Hostess, Server, Assistant Manager*** July 2019 – August 2022

Wasabi, Johnston, IA

* Strengthened qualities of time management, customer service, and effective planning through working on a weekly schedule and managing 5 or more tables
* Managed employees to keep an orderly and clean environment
* Successfully demonstrated excellent customer service to new employees

**INVOLVEMENT**

***Member****,* Multicultural Business Student Association August 2022 – Present

**VOLUNTEER EXPERIENCE**

***On Iowa! Leader****, University of Iowa, IA* August 2022

* Advised and carried out social events for new students
* Administered presentations and effectively engage with new students