

MAYA MALOUIN

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2022 <ul style="list-style-type: none">Intended focus in strategy and finance Minor in Asian StudiesGPA: 3.8/4.0	Ann Arbor, MI
EXPERIENCE	180 DEGREES CONSULTING Business Analyst <ul style="list-style-type: none">Recommended methods for the Henry Ford Learning Institute converting them from a local Detroit-based grant-funded organization to a revenue-generating business model fitting current industry standards as an educational consultancy for K-12 and professionalsConducted analysis to aid client in expanding to new customer bases building upon current partnerships, entering new local and international markets, and increasing brand presenceDesigned online education module for client to implement services using Adobe Illustrator with a subscription-based model ensuring long-term feasibility and profitability	Ann Arbor, MI
2019-Present		
2018-Present	ASIAN CONSORTIUM FOR ECONOMIC DEVELOPMENT Vice President of Marketing <ul style="list-style-type: none">Implemented marketing strategies and materials to advertise club for more diverse member-base attracting over 30 strongly qualified new members in coming semesterPrepared members for work abroad by educating on global economic developments through interactive workshops and secured consulting project with Chinese corporationDeveloped new website, logo, business cards, and more to optimize user interface and viewer engagement of potential partners and members that facilitated club partnerships and connected with companies abroad to increase brand recognition worldwide	Ann Arbor, MI
2018-Present	ASIA BUSINESS CONFERENCE Marketing Associate Director <ul style="list-style-type: none">Collaborated with other function groups to organize student-run business conference with over 400 yearly attendees and speakers from various professions around the worldOrganized and designed templates for conference logistics, including advertising boards, social media marketing materials, and conference booklets for organization to run smoothlyLed social media team producing weekly posting plans for interactive and engaging content utilizing analytics software to reach over 10k users over the course of the semester	Ann Arbor, MI
Summer 2017	U.S. DEPARTMENT OF STATE- NATIONAL SECURITY LANGUAGE INITIATIVE FOR YOUTH Scholarship Study Abroad Fellow <ul style="list-style-type: none">Awarded fully funded scholarship by U.S. Department of State to study critical languages abroad while immersed in the target culture by living with a locally curated host familyStudied Mandarin Chinese with over 120 hours of class time at Beijing Normal University Zhuhai Campus and attained an ACTFL-certified "Advanced Mid" level of Chinese proficiencyPioneered environmental sustainability-focused service project leading an international team to survey communities and implement strategies for lasting change and improvement	Zhuhai, China
2014-2018	ART CLUB, CANTON HIGH SCHOOL Co-founder and President <ul style="list-style-type: none">Pioneered a service-based art club to reach students beyond those enrolled in art courses with a focus on local rejuvenation and development with student-run projectsManaged community outreach to increase club awareness and determine appropriate service opportunities both within and outside of the campus for current membersReceived official Letter of Recognition from State of Michigan for work and leadership on Cherry Hill Village Arts Factory Mural Project working to beautify the local community	Canton, MI
ADDITIONAL	<ul style="list-style-type: none">Conversational in Mandarin Chinese and French, with elementary proficiency in JapaneseProficient in HTML, CSS, InDesign, Illustrator, and Photoshop for graphic and web designCompleted 4H cultural exchange to Sendai, Japan to help teach students EnglishTraditional Chinese and hip-hop dancer in rXn Chinese Dance GroupAvid solo-traveler: most recent trip in Quebec City, Canada	