

Sanika Tailor

Detroit, MI

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EDUCATION

Wayne State University - Mike Ilitch School of Business

Detroit, MI

Bachelor in Business Administration

Expected Graduation: May 2027

Major: Digital Marketing

Minor: Graphic Design

Schoolcraft College

Livonia, MI

Associates of Business Administration

Graduation: May 2025

Honors/Awards: Dean's List, Phi Theta Kappa Honor Society

Cumulative GPA: 3.8

EXPERIENCE

TechTown Detroit

Detroit, MI

Marketing Intern

Sep. 2025 – Present

- Support digital marketing campaigns by creating engaging social media content and promotional materials
- Assist with marketing analytics projects and contribute to rebranding initiatives by helping with social media
- Supported marketing campaigns through volunteering, assisting with content creation and social media management

Henna Business

Canton, MI

Business Owner

Oct. 2022 – Present

- Manage all aspects of operations, including scheduling, client communication, and finances effectively
- Deliver custom henna services to a growing client base, building strong relationships and repeat business
- Adapt to last-minute changes and challenges while ensuring client satisfaction and time management

Schoolcraft Foundation Office

Livonia, MI

Student Assistant, Digital Technology & Database

Jan. 2024 – Aug. 2025

- Managed data entry, cleaning, and validation to ensure **100%** accuracy and database integrity and updates.
- Contributed to fundraising efforts that generated **\$125K+** by producing donor thank-you materials and mailings.
- Designed and developed content for social media platforms, ensuring platforms stayed active with engaging posts.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Business Club

Livonia, MI

President

Dec. 2024 – Aug. 2025

- Founded and led the first-ever student-led competition at Schoolcraft College, creating a lasting tradition for the club.
- Directed strategic planning for club activities, aligning initiatives with members' interests and professional goals.
- Coordinated events, meetings, and projects, increasing attendance by **50%** and enhancing student engagement.

Phi Theta Kappa

Livonia, MI

Member

Jun. 2024 – Aug 2025

- Co-authored a student success manual for Schoolcraft College, providing valuable resources and guidance for peers.
- Helped plan events and volunteered for Phi Theta Kappa, supporting student engagement and community initiatives.
- Participated in leadership activities by organizing events and promoting academic excellence and community service

OTHER SKILLS & INTERESTS

Computer: Adobe Photoshop, Canva, Microsoft Suite

Language: Fluent in Languages, Hindi and Gujarati

Interests: Food, Henna, Favorite color is yellow, Singing