

Aanya Doma

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EDUCATION

Wayne State University, Mike Ilitch School of Business

Detroit, MI

Bachelor of Science in Business Administration, Major in Marketing

Expected Graduation: May 2029

Certification: NRF Foundation Customer Sales and Service Certified Specialist

Awards/Scholars: Presidential Volunteer Service Silver Award, Wayne State Scholars Award

Courses: Microeconomics, Statistics, Business Tools and Applications, College Writing

EXPERIENCE

Plymouth-Canton Community Schools

Canton, MI

Project Manager

Sep 2024 – May 2025

- Rebranded and redesigned key student spaces across campus to elevate overall member experience, creating welcoming areas that encouraged collaboration, creativity, and long-term engagement
- Improved Business Academy student involvement across multiple grade levels by planning networking events, coordinating outreach efforts, and building connections that supported academic growth
- Developed new enrollment strategies through detailed market research and competitive analysis, enhancing opportunities for students while enriching both the academic and social campus experience

C.L. Finlan Insurance

Plymouth, MI

Personal Lines Customer Service Agent

Jun 2024 – Aug 2024

- Reconnected with past clients by phone and email to provide updated insurance quotes, effectively rebuilding trust and strengthening client relationships to win back **35 clients** for the firm
- Demonstrated initiative by taking ownership of next steps in client communications, displaying leadership qualities while ensuring each customer received clear guidance and professional support
- Applied strong problem-solving and persuasive communication skills to resolve inquiries quickly, providing timely responses that improved satisfaction and reinforced the company's credibility

Think4SAT

Canton, MI

Social Media Marketing Internship

Jun 2023 – Aug 2023

- Developed and launched social media marketing initiatives that expanded recruitment efforts, resulting in **\$8,000 in revenue** while simultaneously boosting outreach and strengthening engagement
- Conducted comprehensive research to design compelling promotional content, using data-driven insights and visually engaging materials to highlight the company's unique strengths effectively
- Applied digital marketing strategies across multiple platforms to grow brand awareness, optimize audience targeting, and improve campaign performance using detailed metrics and analytics tools

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

PURE (People for Urban and Rural Education) Non-Profit Organization

Canton, MI

President of Michigan Chapter

Sep 2020 – July 2025

- Directed and managed Michigan chapter operations by coordinating members, overseeing projects, and ensuring alignment with organizational goals to maximize both local and global impact
- Organized community service initiatives such as park cleanups, book drives, and food drives, fostering civic responsibility, teamwork, and long-term engagement within the local community
- Led fundraising campaigns throughout the community that generated **\$3,250+** to support education and skills training in India, Uganda, Kenya, and local foster homes, demonstrating global reach

Rotary Interact Club

Canton, MI

Vice President

Sep 2021 – May 2025

- Strengthened leadership and organizational skills while managing club initiatives, coordinating service projects, and guiding a **90-member** team toward impactful community contributions.
- Directed fundraising efforts that raised **\$6,000+** to support the Malala Fund, clean water projects in Kenya, and ShelterBox, while promoting global awareness and collective social responsibility.
- Organized and led local park clean-up events that fostered teamwork, civic responsibility, and environmental stewardship, while motivating peers to participate in long-term service commitments.

Other Affiliants: DECA, Business Academy

OTHER SKILLS

Technical Skills: Beginner in Python, Canva, Digital Marketing, Google Suite, Market Research, Microsoft Office Suite

Interests: Concert-Goer, House Music, Marvel Movies, Restaurant Explorer, Sunset Chaser, The Color Purple