Anish Dutta

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Education:

Wayne State University, Mike Ilitch School of Business, Detroit, MI (2025-2027)
Marketing & Finance Major
Michigan State University, **Broad College of Business,** East Lansing, MI (2023-2025)
Marketing Major

Professional Experience:

Urban Outfitters **Troy, MI**
Sales Associate *Apr 2025–Present*
- Deliver helpful personalized styling advice and customer service, boosting upsell conversions by **15- 20%.**
- Maintained merchandising standards and assisted with floor sets, displays, and seasonal trend transitions.
- Handled POS operations, inventory, and customer inquiries in conjunction with **10+** team members

Suburban Showplace Collection **Novi, MI**
Intern *Apr 2025–Sep 2025*
- Managed social media campaigns and ads using Meta Business Suite with data-driven strategies.
- Assisted and coordinated the logistics for **5** large-scale events hosting over **2000+** people
- Increased ticket sales by **200%** since 2024 resulting in **$20,000+** in revenue utilizing advertisements.

Troy Community Center **Troy, MI**
Event Manager *July 2022 - October 2022*
- Set up and led kids in various games during birthday events while catering to customers' basic requests.
- Supervised and facilitated a water slide at an indoor pool as well as the youth basketball tournaments.
- Coordinated with food delivery companies through ordering and receiving food deliveries for events.

Wayne State Pharmacy Lab **Detroit, MI**
Research Assistant *June 2022–Aug 2022*
- Assisted in facilitating an experiment on substance influence and driving impairment through simulations.
- Prepped driving simulator for test subjects which included sanitation and the readiness of driving program
- Collected and organized quantitative and qualitative data (bac levels, reaction speed, test subject interview)

Birmingham Summer Camp **Birmingham, MI**
Camp Counselor *June 2019 - Jun 2021*
- Served as a camp counselor, supervising and teaching various activities such as robotics, sports, and art.
- Guided children in various skills such as sportsmanship, peer to peer interaction & mannerisms.
- Helped maintain children safety by accompanying kids to the bathroom and post activity headcount.

Activities & Volunteering:

Sigma Chi Epsilon **East Lansing, MI**
Social Chair (2025) | Member *March 2024-Present*
- Worked with the finance chair to manage and disperse a budget of over **$100,000** to various social events.
- Facilitated meetings with the chapter teaching integral safety procedures to ensure social events run well.
- Raised **17,500+** dollars for the huntsman cancer foundation through our week long Derby Days event.

VIM Fashion Magazine **East Lansing, MI**
Team Member *Sep 2024–Jun 2025*
- Worked with a team of 10+ members to produce trend boards, fashion centered writing, and idea pitches.
- Assisted with photoshoot setup and cross-team magazine production to create content for magazines.
- Interviewed students on their thoughts of the latest fashion trends to help increase media engagement.

Lighthouse Food Bank **Pontiac, MI**
Volunteer *June 2025-Present*
- Organized food baskets for the homeless, ensuring that each person received the specific items they needed.
- Stocked freezer inventory, carried in deliveries of food boxes weighing **30+** pounds to increase efficiency.
- Logged and tracked orders via excel sheets marking them as completed/in progress to streamline processes.

Elementary Art Teacher Assistant **Bloomfield Hills, MI**
Assistant *Nov 2024- Present*
- Stocked art supplies close, ensuring there was enough supplies for all students based on class list numbers.
- Demonstrated and hands-on helped students with various art projects. Oversaw kiln room for pottery.
- Assisted teacher in day to day activities such as cleaning up in between classes, writing down agendas.

Skill & Interests:

Technical Skills: Advanced Proficiency in Microsoft Word, PowerPoint, Adobe Illustrator, PhotoShop & Canva.
Interests: Basketball, Tennis, Golf, Art & Literature, Music, Chess, Fashion, Percy Jackson, Red pandas, Movies.