

TESSA RUDOLPH VOYTOVICH

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EDUCATION	University of Michigan Ann Arbor, MI School of Information, 2022-2024 GPA: 3.8/4.0 University Honors Major: Information Analytics School of Literature, Science and the Arts, 2020-2024 Minor: History
SKILLS	Python, SQL, RStudio, HTML, SEO, Client relationship management, Adobe products, Figma, Spanish (IL seal of Biliteracy), UX design, Graphic design, Logo design, Sales, Sourcing
EXPERIENCE	HIFI SOCIAL & HOSPITALITY GROUP (Summer 2022) Chicago, IL <i>Business Development Intern</i> <ul style="list-style-type: none">● Redesigned company website, employing critical analysis of competitors' sites, preparation of digital mockups, deliberation with management to improve brand credibility, awareness● Generated customer leads through Instagram cold calling, securing approximately 20 prospective client meetings, two closed deals achieving over \$70,000 in gross revenue● Procured hotels and venues in five major cities by strategically researching rates and facilities, contacting sales managers and arranging meetings with company sales directors● Responded to and logged customer and potential customer inquiries to company website including personally resolving customer issues and complaints with assistance of restaurant REACH CONSULTING GROUP (2021 - Present) Ann Arbor, MI <i>Analyst, Project Manager</i> <ul style="list-style-type: none">● Managed "colorblind-accessible" design of international telehealth video-conferencing portal in underserved areas of Middle East and North Africa● Designed name, logo and high-fidelity website mockups for website, portal● Created online portal for <i>The Undergraduate Journal of Public Health</i> to facilitate, streamline article submission, expediting review timeline by 50%● Reconfigured website user interface to emphasize blog postings, resulting in 25% increase in visitor interaction with blog portion of site Michigan Collegiate Consulting Group (2022 - Present) Ann Arbor, MI <i>Analyst</i> <ul style="list-style-type: none">● Evaluated viability of European and Latin American social media markets for Detroit-based influencer marketing agency seeking global expansion● Determined best method for establishing company presence in new markets using predictive analytics and build or buy framework DELTA GAMMA XI CHAPTER (2021 - Present) Ann Arbor, MI <i>Director of Senior Programming</i> <ul style="list-style-type: none">● Collaborated with team of six to plan senior recognition events to celebrate senior members' impact on Delta Gamma, allocating \$8,000 between five events● Spearheaded communication between multiple Delta Gamma chapters to link graduates to sorority alumnae groups UNIQLO OPERATIONAL MANAGEMENT (Summer 2021) Chicago, IL <ul style="list-style-type: none">● Consulted with UNIQLO human resources division to solve productivity management problems in mock UNIQLO flagship store to gain case study experience