

Tia Arcot

tiaarcot@gmail.com

(630) 520-1294

<https://tiaarcot.web.app/>

WORK EXPERIENCE

Reynolds Consumer Products

Jun. 2022 – Aug. 2022

Consumer Insights & Strategy Intern

Lake Forest, IL

- Generated insights and recommendations for the seasonal marketing and product design of RCP products using qualitative interview data regarding consumers' usage of RCP products across the seasons and their seasonal mindset.
- Created a survey in Numerator to gather consumer data on their experience with a newer Hefty product, analyzed findings by creating headlines and charts, and organized the analysis in a PowerPoint presentation.
- Updated and created charts in Excel that detailed the performance of Hefty and competitor tableware products and the MULO tableware category. Charts were implemented in PowerPoint presentations that were presented to internal and external stakeholders.
- Researched and synthesized top 2022 retailer trends for multiple RCP retailers in Kantar and organized them in a chart that was presented to internal stakeholders.
- Entered RCP promotional campaign data, including campaign details and metrics, from various retailers into an Excel sheet and reorganized the sheet for improved usability.

Carnegie Mellon University

Aug. 2022 – Present

Aug. 2021 – May 2022

Resident Assistant

mgPittsburgh,

PA

- Interact with the residents frequently and help them resolve issues and conflicts.
- Send out weekly emails to residents containing important information.
- Foster a welcoming housing community by decorating the dorm building, hosting floor get-togethers, and leading residents during orientation week.
- Host community events that cover the areas of cultural competence, well-being, and social responsibility.
- Work with the other RAs to maintain a safe, positive housing and university community.

Rakuten Intelligence

Jul. 2021 – Sept. 2021

Financial Services Intern (Remote Position)

San Mateo, CA

- Performed research on market and financial data for sports betting companies and hotel/OTA companies that aided analysts in performing their data analyses.
- Created multiple data tags for over 200 keywords pulled from the SQL Supra server.
- Learned the basics of SQL, analyzed various companies' earnings calls, and learned how client calls work.

GRUBBRR

Jun. 2020 – Aug. 2020

Content Writer Intern (Remote Position)

Boca Raton, FL

- Wrote 49 blogs about topics covering primarily the restaurant and retail industries, including artificial intelligence, self-ordering/self-service kiosks, technology, business success and growth, business metrics, consumer behavior, workplace safety/diversity, fraud and consumer safety, and more. Each blog was between 500-800 words.
- Blog posts contributed to increasing website traffic by 1446 percent.
- Created eight e-books, three alone and five with a partner, regarding the post-COVID world, tech/sustainability trends in the restaurant industry, restaurant design, upselling, social media marketing, and in-house delivery systems. Wrote all the e-books and helped design two e-books.
- Wrote a competitor analysis whitepaper using research from the research team regarding GRUBBRR's top competitors.
- Wrote a sell sheet for GRUBBRR's kitchen display system, which details the product's information and benefits.

EXTRACURRICULAR ACTIVITIES

Alpha Phi Omega, Carnegie Mellon University

Mar. 2021 – Present

Treasurer, Head Rush Chair, and Former Secretary

Pittsburgh, PA

- As treasurer: create and maintain the budget, make payments, file taxes, distribute allocations and distribute reimbursements for events.
- As head rush chair: design a rush calendar, coordinate with brothers about hosting rush events, host information sessions, and table at the volunteer and club fairs.
- As secretary: record chapter and executive meeting minutes, keep track of important information, and send weekly emails that summarize the chapter minutes.
- Participate in and host service and fellowship events.

CMU American Marketing Association, Consulting Committee

Oct. 2021 – Apr. 2022

Member

Pittsburgh, PA

- Worked on a team to consult for LegalSifter and ZUZLab.
- For LegalSifter: Helped create a LinkedIn ad campaign by creating social media posts on Canva. Social media posts also have an associated caption for LinkedIn.
- For ZUZLab: Helped create a survey for small businesses in Pittsburgh that will aid ZUZLab in understanding how ZUZ can be implemented in Pittsburgh successfully.
- Engage in weekly meetings with the client to obtain feedback on deliverables and identify next steps.

CMU American Marketing Association, Case Competition Committee

Oct. 2020 – Dec. 2020

Member

Pittsburgh, PA

- Worked in a team to create a consulting report for a case competition, for moving & storage company PODS.
- Specifically researched, developed, and wrote a social media solution. The final report included background research and the proposal for this solution.
- Contributed to other aspects of the report, such as generating ideas, editing, and performing additional research.

Emerging Leaders, Carnegie Mellon University

Jan. 2020 – Mar. 2020

Participant

Pittsburgh, PA

- Learned and developed various leadership skills through teambuilding, collaborative, and individual activities.
- Did a service project with other participants to help the Pittsburgh community. We worked with a dorm to create blankets that were delivered to social services organization Sojourner House, where we volunteered at on certain days.
- Note: ended prematurely due to COVID-19.

Deloitte Undergraduate Case Competition, Carnegie Mellon University

Jan. 2020

Participant

Pittsburgh, PA

- Worked with a team of three others at a local competition over the course of three days to create a recommendation for a given business problem.
- Presented recommendation to Deloitte executives.

EDUCATION

Carnegie Mellon University

Aug. 2019 – May 2023 (Expected)

B.S. in Business Administration and Human-Computer Interaction

Pittsburgh, PA

- GPA: 3.83/4.00

SKILLS

- **Skills:** Basic proficiency in Google Sheets, Excel, Python, SQL, MongoDB, and Tableau; managing multiple tasks; dedication to developing ideas; detail-oriented; strong verbal and written communication; problem-solving; teamwork