
Zdenek Rusek Kotva

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EDUCATION

Carnegie Mellon University, Pittsburgh PA - *B.S. Information Systems*

AUG 2024 - MAY 2028

Relevant Coursework: Fundamentals of Programming and Computer Science, Principles of Imperative Computation

River Bluff High School - *High School Diploma*

AUG 2020 - MAY 2024

Relevant Coursework: Advanced Placement Computer Science Principles, Advanced Placement Computer Science A

EXPERIENCE

River Bluff High School, Lexington SC - *Digital Marketing Intern*

AUGUST 2023 - MAY 2024

- Managed and maintained multiple social media platforms with a combined user base of 9.0k+ followers by implementing cross-platform integration and utilizing content management systems to design, schedule, and publish multimedia content.
- Leveraged data analytics tools to monitor performance metrics and iteratively improve engagement rates across multiple social media platforms through optimizing content strategy, curation, and delivery to achieve 500k+ impressions.
- Developed and deployed online infrastructure across multiple social media platforms to align digital marketing efforts with organizational goals, demonstrating strong communication and project management skills in a team-oriented environment.

River Bluff High School, Lexington SC - *Business Management Intern*

AUGUST 2023 - MAY 2024

- Developed and deployed operational workflows for a high-traffic school store servicing 2.0k+ customers by utilizing point-of-sale system operations and optimizing inventory management techniques to maintain supply chain operations.
- Implemented financial tracking and reporting systems that resulted in a revenue increase of \$14k+ for the River Bluff High School DECA chapter by analyzing sales data and consumer behavior patterns.
- Developed and designed training workflows to onboard and train 20+ staff members, creating documentation and standard operating procedures to streamline operational efficiency and knowledge transfer.

SKILLS

Technical: Python, HTML, CSS, Javascript