

Annika Thomas

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EDUCATION

University of Cincinnati, Carl H. Lindner College of Business, GPA: 3.2/4.0 Cincinnati, Ohio
Bachelor of Business Administration, Majors: Marketing and International Business Expected: May 2025
Instituto Universitario Salesiano Venezia, USAC Study Abroad Program Verona, Italy
Bachelor of Business Administration, Majors: Marketing and International Business January 2024 – May 2024

WORK EXPERIENCE

Logistics Sales Intern Cincinnati, Ohio
Reliable Transportation Solutions May 2023 – December 2023

- Supported the sales team in negotiating and successfully made over 800 sales, resulting in \$223,660 increase in company profit by utilizing various channels such as cold calling and email campaigns.
- Contributed to the management of client accounts by providing timely and accurate information, addressing inquiries, and resolving issues to enhance customer satisfaction.

Nanny Avon, Ohio
June 2022 – August 2022

- Provided attentive and nurturing care to children aged 9 and 11, fostering a safe and stimulating environment conducive to their growth and development.
- Managed daily schedules and routines, including drop-offs and pickups, and extracurricular activities ensuring a structured yet flexible approach to accommodate changing needs.

Summer Camp Counselor Westlake, Ohio
Westlake Recreation Center August 2020 – August 2022

- Provided mentorship and support to campers aged 6-12, offering guidance and encouragement to help them overcome challenges, build self-confidence, and develop important life skills.
- Collaborated with fellow counselors and camp staff to coordinate logistics, manage camper behavior, and address any issues or concerns in a timely and professional manner.

ACADEMIC PROJECTS

Project Innovation, Essentials of Business Cincinnati, Ohio
Carl H. Lindner College of Business January 2022 – April 2022

- Developed and conceptualized a product for market introduction by leading a collaborative effort with a team of 18 peers. Demonstrated strategic thinking and problem-solving skills and crafted a business plan report of the distinctive attributes of our new product and company.

Project Strategy (SWOT Analysis), Essentials of Business Cincinnati, Ohio
Carl H. Lindner College of Business August 2021 – November 2021

- Conducted thorough research on the company "FIS" by engaging in virtual meetings and calls with executive board members and employees. Conducted a SWOT analysis of the company and produced a comprehensive 10-page analysis offering suggestions to optimize the work environment.

LEADERSHIP AND COMMUNITY ENGAGEMENT

Alpha Kappa Psi Cincinnati, Ohio
University of Cincinnati Eta Chapter March 2023 – Present

- Professional Business Fraternity: Regularly participated in scheduled weekly meetings with the active chapter, contributing insights, updates, and feedback.
- Social Committee (Fall 2023): Collaborated with committee members to develop creative event concepts, themes, and decorations, ensuring each event aligns with the fraternity's values and objectives.
 - Promoted social events through various channels, including social media, email newsletters, and word-of-mouth marketing, to maximize attendance and participation among fraternity members.

CERTIFICATIONS

HubSpot Academy

- Digital Marketing: 4/15/2024
- Content Marketing: 4/15/2024
- SEO: 4/24/2024
- Digital Advertising: 4/24/2024
- Social Media Marketing: 4/29/2024
- Social Media Marketing II: 4/29/2024