

Alycia Amey
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Summary

Passionate Student of Efficiency, Marketing, and Leadership | Transforming Challenges into Opportunities | Skilled in Mathematics, Analytics, and Critical Thinking | Proactive Achiever with 2 Years of Marketing and Leadership Experience as a Marketing Management Intern of an SBE and obtained an Industry Certification for said SBE | Elevating Brands through Digital Strategies | Adept at Communication, Leadership, and Organizational Excellence.

EDUCATION

Georgia State University, J. Mack Robinson College of Business, Atlanta, GA **May 2027**
Bachelor of Business Administration, Management
Minor: Finance
GPA: 3.8

Georgia State University, College of Law **May 2029**
Juris Doctor with a concentration in economics

Ola High School **May 2023**
High School Diploma, with Honors
GPA: 3.91/4.0

Relevant Courses: Accounting I, Macroeconomics, Global Economics, Elementary Statistics, Corporation Finance, Business Analysis

LEADERSHIP ACTIVITIES

- Georgia DECA Member and Chapter Officer
2020-2023
- Ola High School Store Manager
2022-2023
- Peer Ambassador for the Student Financial Management Center at Georgia State University
2023-Current

EXPERIENCE

Ola High School- McDonough, GA
August 2021- May 2023

Marketing Management Intern

- Led a team of marketing professionals, offering mentoring and coaching to build knowledge and skills.
- Assisted in creating written, video, and image content for marketing channels.
- Monitored web traffic to analyze website performance.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Prepared Excel spreadsheets with data used to create visuals such as graphs.
- Collaborated with industry professionals to learn internal business processes and best practices.

- Assisted established management staff with operational oversight, business development, and process improvement strategies.
- Created marketing communication materials to drive awareness and excitement for products.
- Supported supervisor with sales analysis and reporting.
- Carried out clerical tasks by making photocopies, inputting data into the system, and filing documents.
- Observed and supported the team with sales negotiations and operations management.

Georgia State University-Atlanta, Georgia

Present

Student Financial Management Center Representative

- Professionally handled a high volume of inbound calls, addressing inquiries related to financial matters promptly and constructively.
- Conducted in-depth account analyses to identify and resolve financial issues, such as aid disbursements, refunds, and account discrepancies.
- Produced personalized and empathetic guidance to customers, ensuring that their financial concerns were addressed with the utmost care and attention and increased customer satisfaction by 87%
- Collaborated with cross-functional teams and departments to streamline processes and improve our university community's overall financial service experience.
- Kept up to date with university policies and regulations to provide accurate and timely information to callers 100% of the time.
- Meticulous attention to detail in conducting account analyses and resolving financial discrepancies.
- Demonstrated the ability to work well within a team environment, contributing to the success of cross-sectional initiatives.

SKILLS

- Microsoft Software proficient
- Promotional Materials Coordination
- Negotiate concisely and efficiently with others.
- Strategically plan and allow for oversight of numerous operations.
- Social Media Expertise
- Performance Optimization
- Promotions and Marketing Strategies
- Developing Presentations and Reports
- Process Improvements along with adding project support on such improvements.
- Increase customer relations and satisfaction.

References

Can be provided on request.