# Leah Cohen

**Business Intern**

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## SUMMARY

Junior at Arizona State University majoring in Business Administration with a concentration in marketing, seeking a summer internship in marketing or operations. Completed a 10-week internship analyzing customer survey data for a local retailer and led a class project that proposed a loyalty program adopted by a campus café. Comfortable with Excel, Canva and basic SQL.

## EDUCATION

B.S. Business Administration (in progress), concentration in Marketing, Arizona State University, expected May 2027

## EXPERIENCE

### Resident Assistant — Arizona State University Housing

Tempe, AZ · Aug 2024 – Present

- Support 45 residents on a dorm floor, organizing 6 community events a semester with attendance averaging 25 students.
- Resolve 3-5 roommate or maintenance issues a month by coordinating directly with students and the housing office.
- Completed 40 hours of RA training in conflict mediation and emergency response, then handled 2 after-hours incidents as the floor's first responder.

### Marketing Intern — Desert Bloom Retail Co.

Tempe, AZ · Jun 2025 – Aug 2025

- Analyzed 400 customer survey responses in Excel to identify the top 3 reasons shoppers chose competitors, presented to the marketing director.
- Drafted 12 social media captions and 2 email newsletters, one of which drove a 9% higher click rate than the store's typical average.
- Built a simple Google Sheets dashboard tracking weekly foot traffic against 3 local promotions, used by the store manager to time future sales.
- Shadowed the operations team for one week and documented the weekly inventory count process into a one-page guide new hires now use.

## SKILLS

Analysis: Excel (pivot tables, basic formulas), Google Sheets, SQL (basic, coursework)

Marketing: Canva, Mailchimp, social media scheduling, basic copywriting

Tools: PowerPoint, Google Workspace, Slack

Other: Public speaking, event planning, customer service

Fictional example by FindAJobAI: the person, employers and numbers are invented.