

Jona Akishi

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Personal Statement

As a Economics with Financial Financial Applications Major at Southern Methodist University with a 3.86 GPA, I bring strong analytical skills and a background in marketing research and financial planning. During my Marketing Analyst Internship, I improved website engagement by 27% through data-driven strategies. I'm eager to apply my financial analysis and client management skills in a wealth management internship to help clients achieve their goals and contribute to a dynamic team.

Education

Southern Methodist University | Dallas, Texas

August 2023 - Present

BBA in Economics with Financial Applications, Cox School of Business

Minor in Business Administration, Cox School of Business

Texas A&M University | College Station, Texas

July 2022 - May 2023

BBA in Marketing Research and Analytics, Mays Business School

Minor in Financial Planning, Mays Business School

Professional Experience

Marketing Analyst Intern

May 2023 - August 2023

Irwin R. Rose & Amalgamated Management Corporation - Real Estate Investment & Management

Dallas, Tx

- Collected and analyzed data from 5+ marketing campaigns to evaluate performance.
- Assessed KPIs, providing recommendations that improved marketing ROI by 15%. Researched 10+ market trends and competitors, guiding future strategies.
- Increased website engagement by 27% in 3 months through targeted efforts. Helped design and optimize 3 marketing campaigns using data insights.

Marketing Head

February 2022 - July 2022

Alex Auto Repair & Tire Services - Auto Repair Service

Mesquite, Tx

- Built relationships with 10+ community and public interest groups to enhance company outreach.
- Collaborated with management to analyze trends and provide strategic advice.
- Presented marketing and pricing proposals at staff conferences to inform business decisions.
- Evaluated the success of marketing and communication strategies, improving effectiveness by 20%.

Leadership and Activities

Aggies Investment Club

August 2022 - May 2023

Member

- Engaged in stock pitch and portfolio Competitions, Networking Events, and Securities Analysis Workshops.

Ambassadors Club

August 2022 - May 2023

Member

- Facilitated an exclusive and selective club membership through invitation, curating engaging financial case studies, and leading comprehensive oral presentations.

Financial Planning Student Association

August 2022 - May 2023

Secretary

- Networked with high ranked individuals in the financial planning industry to discuss trends in the industry, provide insight into financial planning technology, and receive career advice.

Additional

Languages: Farsi (Spoken), Kurdish (Spoken).

Certifications & Skills: MS Office (Excel, Tableau, Access), Python, Google Analytics, Financial Accumen, Analytical Prowess, Entrepreneurial Mindset, Adaptability & Detail Orientation, Critical Thinking & Diversity of Thought, Client Relationship Management, Market Trends & Risk Assessment.

Interests: Avid Violinist, Photography (I am the photography friend), Ice Skating (Self-taught at the galleria rink).