

Jona Akishi

Phone: (469) 685-8823

Email: JonaAkishiBusiness@gmail.com

Website: www.JonaAkishi.com

Education

Cumulative Gpa: 3.64 | SAT: 1370

Southern Methodist University | Dallas, Texas

August 2023 - Present

BBA in Finance, 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

- Employed various marketing analytics tools to collect pertinent data and generate detailed reports assessing the performance metrics of marketing campaigns.
- Contributed to the assessment of marketing strategy success by analyzing key performance indicators, providing detailed insights, and offering strategic recommendations for continual optimization.
- Conducted thorough market research to identify prevailing trends, competitors, and customer preferences comprehensively.
- Achieved a 27% boost in website engagement in just 3 months through strategic marketing initiatives and content optimization.
- Participated in the creation of three marketing campaigns, actively contributing to template design and leveraging analytical statistics to maximize their impact.

Marketing Head

February 2022 - July 2022

Alex Auto Repair & Tire Services - Auto Repair Service

Mesquite, Tx

- Established cooperative relationships with representatives of community, consumer, employee, or public interest groups.
- Conferred with other managers to identify trends or key group interests or concerns to provide advice on business decisions.
- Attended staff conferences to provide management with information and proposals concerning the promotion, and pricing of company services.
- Measured the effectiveness of marketing, advertising, and communications programs and strategies.

Leadership & Activities

BBA Women in Business

August 2023 - Present

Member

- Contributed to fostering gender diversity in business leadership through mentorship and networking events.

Undergraduate Finance Club

August 2023 - Present

Member

- Participated in workshops, speaker panels, and networking events to prepare for finance careers, while mentoring underclassmen in career development.

Aggies Investment Club

August 2022 - May 2023

Member

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

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.

Awards/Accomplishments

First Place in Portfolio Competition in Aggie investment club

March 2023

- Curated a portfolio that achieved the highest profitability metrics within an impressively short span of 8 weeks, commencing with an initial balance of \$1 million.

Finalist Team in Stock Pitch Competition

February 2023

- Traveled to Austin alongside a team to deliver a comprehensive presentation to a panel of judges representing 49 Financial, showcasing our collective expertise, innovative strategies, and business vision.

Core Competencies & Interests

- **Certifications & Skills:** Excel, Access, Google Analytics, Financial Acumen, Analytical Prowess, Entrepreneurial Mindset, Adaptability & Detail Orientation, Critical Thinking & Diversity of Thought.
- **Interests:** Avid Violinist, Photography (I am the photography friend), Ice Skating (Self-taught at the galleria rink).
- **Favorite Books:** *The Mentor*, *The Old School Advantage*, *Lean In: Women, Work, and the Will to Lead*, *Nice Girls Don't Get the Corner Office*.
- **Favorite Movies:** *Everything Everywhere All at Once*, *The Pursuit of Happyness*, *Hidden Figures*, *The Devil Wears Prada*.

Languages

- Fluent in English.
- Native Speaker in Farsi/Persian.
- Native Speaker in Kurdish.