

Mikayla DeSisto

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EDUCATION

University of Rhode Island, Kingston, RI

May 2028

Bachelor of Science in Business Administration | Major: **General Business**

RELEVANT COURSEWORK

Introduction to Business Analysis & Applications - Applied calculus and finite mathematics to analyze business and economic problems.

Financial Accounting - Became proficient in systems used in financial accounting for business organizations, including balance sheets, expense reports, and income statements.

LEADERSHIP EXPERIENCE

Senior Project, Classical High School

May 2023 - June 2024

- Conducted market research to create a new brand identity for a local retail business.
- Created a new logo, promotional materials, and social media plan, leading to a 15% increase in website traffic.
- Managed project timelines, coordinated with business owner, and presented progress updates, successfully completing the project ahead of schedule and within budget.

Co-Captain, Classical High School Track & Field

September 2022 - June 2024

- Facilitated 3 practices per week; implemented practice plan created by coaching staff.
- Provided guidance & support to new and existing team members; offered constructive feedback to improve performance.
- Planned and executed monthly team bonding events to improve morale and cohesion of team.

CAMPUS INVOLVEMENT

Organization Member, Women in Business URI

August 2024 - Present

- Disseminate marketing materials and execute fundraising events to support WIB fundraising efforts, resulting in \$5,000 raised against initial goal of \$3,500.
- Attend monthly speaker workshops to network with women in business and gain insights into various industries and roles.

WORK EXPERIENCE

Retail Specialist, Frog & Toad, Providence, RI

September 2022 - Present

- Consistently achieve & surpass monthly sales goals, providing personalized service to customers and fostering a welcoming store environment.
- Organize displays and implement promotional setups, resulting in increased product visibility and customer interest.
- Collaborate with team members to ensure smooth store operations.
- Effectively resolve customer inquiries and issues, demonstrating strong conflict resolution and communication skills.

SKILLS

Software - QuickBooks, Microsoft Excel, Canva, Google Docs, Google Sheets, Zoom

Social Media - Instagram, TikTok