

# AMANDA OLESKY

## EDUCATION

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### Rochester Institute of Technology

*Expected Graduation: May 2022*

Bachelor of Science in Management Information Systems and New Media Marketing | Psychology Minor | GPA: 3.9

- **Honors/Awards:** Beta Gamma Sigma- International Business Honor Society, Outstanding Undergraduate Scholar – Top 1%, Presidential Scholarship, Recognition Scholarship, Dean’s List – All Semesters, Saunders College of Business Scholarships

## WORK EXPERIENCE

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### Capital One

*Upcoming August 2022*

*Incoming Associate Product Manager, Product Development Program (PDP)*

- Accepted into Capital One’s rotational APM program focused on shipping new products and driving innovation on platforms that delight and improve the customer experience; using strategy and innovative technology solutions to meet customer needs

### JPMorgan Chase & Co.

*June 2021-August 2021*

*Chase Leadership Development Summer Analyst, Business Banking Marketing Decision Sciences team*

- Conducted campaign analyses and communicated findings on areas of improvement for optimizing campaign performance and increasing ROI for Chase Merchant Services products to Acquisition Strategy and Channel Optimization teams
- Defined customer segments and built personas to improve targeting and conversion rates for future marketing efforts

### Wayfair

*January 2021-June 2021*

*Analytics Co-op, Talent Acquisition Process & Innovation team*

- Extracted, aggregated, and analyzed talent data across multiple databases in MS SQL Server
- Built dashboards and reports for 300+ talent employees to track channel performance and recruiting efficiency
- Forecasted \$9M in OPEX to support decision-making for vendor contract negotiations
- Implemented a classification model using logistic regressions to predict “time-to-fill” difficulty of requisitions
- Defined and established a new metric to measure recruiter performance

### Bank of America

*June 2020-August 2020*

*Global Technology & Operations Summer Analyst*

- Analyzed ~400k records to identify key performance indicators for determining operational efficiencies
- Identified process gaps and translated data into actionable insights reducing historical case backlog by ~70%
- Presented findings with data visualizations in MS Excel utilizing pivot tables and VLOOKUP
- Detailed and recommended process improvements using BPMN and MS Visio

**Part Time Experience:** Sales Associate at Papyrus, Notetaker at RIT, Peer Career Advisor at RIT

## LEADERSHIP & ACTIVITIES

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### Business and Technology Professionals | *President, Marketing Manager*

- Presided at weekly meetings creating and executing a roadmap to manage club initiatives and lead 5 board members
- Planned 6 workshops, arranged 16 alumni speakers, and fostered relationships with 3 companies to recruit students
- Developed a partnership with Junior Achievement of Central Upstate NY to provide volunteer opportunities
- Served as a representative on the College of Business Student Board to represent the student voice with the Dean

### Marketing, Advertising, and Public Relations Club | *Co-Founder, Project Manager*

- Established a new student organization to provide students with key insights and connections in the industry
- Collaborated with faculty and staff across 2 colleges to drive club interest and membership growth
- Served as a Project Manager for the club’s partnership project with local advertising agency, Partners + Napier

### Alpha Sigma Alpha, Gamma Iota Chapter | *Public Relations Chair, Standards Board Member*

- Oversaw the Public Relations committee consisting of 8 photographers and designers
- Partnered with the Recruitment Vice President to advertise for and run recruitment events throughout the semester
- Volunteer for 25 hours per year at various events supporting Special Olympics, Girls on the Run, and Willow Center

### Saunders Peer Mentorship Program | *Mentor*

- Support 4 students in transitioning into university and provide academic assistance and success strategies

**Saunders College of Business** | *Student Panelist at Open House Events*

## SKILLS

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**Technologies & Tools:** SQL, Python, Tableau, MS Visio, Figma, HTML/CSS, MS Excel, Lucidchart, JIRA, MS Project

**Skills:** Data Analysis and Visualization, Process Design/Improvement, Project Management, Business Analysis, Marketing Strategy