

Ani Antonyan

(818) 254-5756 | anianton@usc.edu | <http://www.linkedin.com/in/ani--antonyan>

EDUCATION

University of Southern California, Marshall School of Business, Los Angeles, CA May 2024
Bachelor of Science in Business Administration – STEM Designated GPA: 3.30
Relevant Coursework: Marketing Communication & Promotion Strategy, Strategic Management, Global Strategy, Operations Management, Business Finance, Business Analytics, Business Statistics, Legal Environment of Business

EXPERIENCE

BOLD Communication & Marketing Los Angeles, CA
Brand Communications Consultant May 2023 - December 2023
Marketing and Communications Intern March 2023 - May 2023

- Achieved a 15% increase in U.S. pre-order sales for a German toy company entering the U.S. market with data-driven go-to-market strategies, trend assessments, campaign planning, media outreach, and brand strategy development
- Orchestrated collaborations for KEEN Footwear; organized outreach, reported on campaign growth, and developed affiliate links, achieving 100+ collaborations and a campaign reach of 1.2M users
- Managed largest account after promotion, built relationships with clients, and reached strategic goals in a fast-paced environment, achieving a 95% client satisfaction rate and earning senior executives' trust

Jubile San Francisco, CA
Sales Analyst Intern May 2022 - August 2022

- Conducted research to identify startups with high turnover rates, analyzed data to pinpoint target companies, sourced 45 prospective leads, and offered Jubile's AI-powered employee mental health solutions
- Led sales pipelines and created 10 sales pitches for prospects utilizing Jubile case studies
- Generated potential of \$30k revenue with three projects moving to final stages for senior sales executives

Caruso Beverly Hills, CA
Front Desk Operations October 2020 - August 2022

- Multitasked in a dynamic environment by attending to 85 high-profile residents with car services, bookings, and personal requests while managing 30+ service providers, visitors, and callers, planning accordingly to ensure no disruption
- Devised efficient Excel system to track 50+ daily incoming and outgoing deliveries. Demonstrated timely, accurate, and professional delivery, earning trust and appreciation from residents

LEADERSHIP AND INVOLVEMENT

Trojan BioBusiness Group June 2023 - Present
Marketing Director

- Spearheaded launch campaigns and managed recruitment for new club, resulting in a team of 30 like-minded individuals interested in the business side of the life sciences and healthcare industry
- Delivered insightful weekly newsletters using Mailchimp, fostering a well-informed, active membership and community

USC Trojans360 November 2022 - Present
Blogger

- Produced 'must-know' articles for USC's official student-run blog, reaching an average of 4.5K visitors per month
- Introduced an anonymous series about having Rheumatoid Arthritis, offering support for students with similar challenges

PROJECTS

Candy Crush Campaign with TikTok Partnership September 2023 - December 2023
Academic Project

- Participated in agency team to develop a brand promotion campaign for Candy Crush targeted to Gen Z, developed a creative brief supported by a fully integrated campaign with a TikTok ad launch, 5 marketing tactics, and a media plan
- Produced and presented campaign pitch to TikTok Executives

Chance Vintage May 2023 - July 2023
Freelance Consultant

- Restructured online presence, achieving a 15% growth in social media and a 20% surge in store traffic within 3 months, utilizing customer feedback, problem analyses, data-driven strategies, A/B testing, trends, and targeted email campaigns

SKILLS

-
- **Skills:** MS Office (PowerPoint, Word, Outlook), MS Excel [Regression, A/B Testing], Market Research, Curiosity
 - **Languages:** English (Native), Armenian (Fluent), Spanish (Basic), Python (Beginner)
 - **Interests:** Personal Growth, Movies, Hiking, Cooking Armenian Meals, Ballroom Dancing, Volunteering, Dogs, Coffee