

Abriana Wilson

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EDUCATION

University of Miami, Miami Herbert Business School

Coral Gables, Florida

Bachelor of Business Administration in Marketing

May 2025

- **GPA:** 3.94/4.0
- **Honors:** President's Honor Roll (Fall 2024) Provost's Honor Roll & Dean's List (Fall 2023, Spring 2024/2025)
- **Relevant Coursework:** Foundations of Marketing; Marketing Analytics; Fundamentals of Finance; Business Law; Digital Marketing; Marketing Research and Market Analysis; Business Analytics, Professional Selling

WORK EXPERIENCE

Fidelity Investments

Boston, Massachusetts

Intern, Business Administration

June 2024 – August 2024

- Led capstone project to optimize competitive intelligence for 700 employees, conducted audits, created new distribution format, and upgraded frequency of issuance. Presented final solution to the Social Product Area Lead, resulting in a decision to move forward and implement.
- Tested external AI vendors with team to boost marketing workflow efficiency and categorize use cases.
- Created and delivered weekly podcast presentations, shared key insights with entire marketing strategy team to enhance knowledge exchange.
- Selected strategic speaking opportunities for CMO through targeted analysis and presented recommendations to senior marketing leaders and Communications Head.
- Streamlined project management through identification and resolution of backlogged initiatives in Workfront.
- Built relationships with executives to gain firsthand leadership and strategic insights.
- Mastered Figma to enhance visual communication in marketing materials.

Wellesley Public Schools

Wellesley, Massachusetts

Substitute Teacher

January 2023 – March 2025

- Supervised classes K-12, ensured student safety and a positive learning atmosphere.
- Handled diverse classroom assignments with adaptability on short notice.
- Guided students in academic and social development, cultivated effective collaboration and teamwork.

La Crêpe Bistro

Coral Gables, Florida

Waitstaff & Server

January 2024 – May 2024

- Delivered outstanding service to improve customer satisfaction and loyalty in a fast-paced environment.
- Managed over 150 daily customers on weekends, increased sales with promotions and enhanced ambience.

LEADERSHIP ACTIVITIES AND MEMBERSHIPS

Delta Sigma Pi, Beta Omega Chapter

Coral Gables, Florida

Member

Fall 2023 – Present

- Selected as 1 of 25 from 200+ applicants (~12% acceptance rate) to UM's professional business fraternity.
- Attended weekly professional seminars and social events, networked with peers and industry professionals, upheld the chapter's esteemed reputation with professionalism and enthusiasm.
- Helped coach and interview over 200 potential new members in the first two months of each semester, showed commitment to community engagement through biweekly community service activities for local charities.

Chi Omega, Upsilon Delta Chapter

Coral Gables, Florida

Member

Spring 2023 – Present

- Engaged in a dynamic range of social and philanthropic activities, promoted the values of Chi Omega through active participation and leadership.

SKILLS, CERTIFICATIONS, AND ACTIVITIES

Languages: Basic proficiency in Spanish

Technical Skills: ChatGPT, Gemini, Claude, Figma, Microsoft Office (Excel, PowerPoint, etc.), Google Workspace

Certifications & Training: Google Ads Video Certification, CPR Certification, Lifeguard Certification

Activities: Chi Omega Women's Fraternity, Chabad, Make-a-Wish Foundation