Atika Fatima

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EDUCATION
C. T. Bauer College of Business, University of Houston, Houston, Texas
Bachelor of Business Administration in Marketing   **May 2023**
Bauer Business Honors Program, The Honors College
The Stephen Stagner Sales Excellence Institute, The Program for Excellence in Selling
Cumulative GPA: 3.89, Major GPA: 4.0

EXPERIENCE
The Stephen Stagner Sales Excellence Institute, Houston, TX   **Jan. 2021 – Present**
Student Sales Professional/ Sales Manager/ Key Account Management
- Receive 275+ hours of live sales training in CRM, Sales Management, Digital Selling, and Key Account Selling
- Coach and manage weekly objectives of a team of three students to ensure they hit their sales quota of $1,500
- Manage and maximize relationships with eight Key Accounts of the Institute totaling over $110,000+

VMware Carbon Black, Boulder, Colorado   **May 2021 – Aug. 2021**
 Sales Development Intern
- Supported Sales Development team by generating leads from 200+ accounts resulting in three customer meetings
- Acquired VMware Sales Professional Foundation certification to brainstorm marketing messaging to drive new business
- Presented initial and closing presentations to the Sales Development Representative floor and management team

ACADEMIC PROJECTS
Sales for Social Impact Consulting Non-Profit Project, University of Houston   **Aug. 2021 – Dec. 2021**
- Conducted a marketing and sales analysis of a local non-profit, Project Row Houses, to identify areas of improvement
- Generated $90,000+ through foraging corporate partnerships to implement our marketing and sales plan

Kellogg's Corporate Projects, University of Houston
RxBar, Social Media Lead   **Jan. 2021 – May 2021**
- Led and conducted social media analysis of four protein bar companies to determine drivers of product adoption
- Discovered which social media platforms Gen Z's use and their perceptions of RxBar social media content with 11 members

Morning Star Farms, Member   **Aug. 2020 – Dec. 2020**
- Researched ten competing meat substitute companies to evaluate Gen Z opinions toward meat alternatives
- Analyzed results and presented actionable recommendations to Kellogg's executives to grow in the market

LEADERSHIP AND ACTIVITIES
Cougar Creative, Creative Team Intern, Jan. 2021 – Present
- Develop full social media campaign for clients and use research analytics and social media metrics to adjust strategies weekly
- Design two graphics & digital marketing content per week which previously resulted in a 5% increase in engagement for client

Program for Excellence in Selling's Student Executive Board, Communications Chair, May 2021 – Dec. 2021
- Wrote and published bi-weekly newsletters to update 130 students and staff on accomplishments within sales program
- Monitored and analyzed the analytics of every newsletter edition to improve future content and increase future engagement

Ted Bauer Leadership Certificate Program, Aug. 2020 – May 2021
American Marketing Association – University of Houston, Intern and Director of Finance, April 2020 – Dec. 2020
- Calculated and coordinated a budget of 15 board members to maintain $10,000 for the semester
- Contacted and built professional relationships with 10 companies resulting in two sponsorships of $1,000

HONORS AND AWARDS
Academic Excellence Scholarship, 2019-2022
First Place in Sales Management Case Competition in International Collegiate Sales Competition, Dec. 2021
First Runner Up in Program for Excellence in Selling Internal Sales Competition, May 2021
Honorable Mention in AMA International Collegiate Conference Perfect Pitch Competition, April 2021
Cougar Creative Distinguished Member Award, April 2021
Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021

SKILLS
Fluent in Urdu and Conversational in Punjabi
Intermediate in Salesforce, ZoomInfo, LinkedIn Sales Navigator, Outreach.io, MailChimp, Canva, Excel Skills (Sort & Filter, Data Entry, Excel Tables, PivotTables, Pivot Charts, LOOKUP Functions, Logical Functions, Data Manipulation)