

AALIYAH ADAMS

New York, NY | 917.704.6187 | aaliyah.a159@gmail.com | <https://www.linkedin.com/in/aaliyahadams/>

EDUCATION

University at Buffalo, The State of New York

Buffalo, NY

Bachelor of Science (BS) in Business Administration | Concentrations in Finance and International Business

Jun. 2023

- **Relevant Coursework:** Principles of Marketing, Organizational Behavior, Intro to Psychology, Business Statistics, Calculus

PROFESSIONAL EXPERIENCE

JPMorgan Chase – Global Finance & Business Management (Rotational Program)

New York, NY

Global Banking, Product Experience – Business Management

Aug. 2024 – Present

- Evaluate quarterly roadmaps for 5 product management teams, to ensure messaging clarifies priorities and milestones for stakeholders across functions, reducing misalignment issues by ~20% and supporting successful execution of deliverables
- Improve adoption and usability of AI client dashboards and insights tools by partnering with cross-functional teams to provide feature feedback, design marketing plan and enhance banker workflows, resulting in reduced task completion time by 15% and increasing alignment among product, tech, and design teams
- Strengthen leadership's headcount planning by creating PowerPoint decks visually documenting org structures and OKRs, to increase review of 50+ initiatives

Commercial & Investment Bank, Global Platform Sales – Business Management

Jul. 2023 – Aug. 2024

- Secured 3 client wins (\$15M revenue impact) by conducting competitor performance analyses that identified product strengths/weaknesses and recommended strategic product positioning
- Optimized effectiveness of quarterly business reviews by transforming complex sales data into clear Tableau visualizations, enabling 20+ global sales teams to identify and pursue client growth opportunities
- Boosted cross-team reporting by designing new analysis templates adopted by 5+ regional sales groups, reducing time to insight by 30%

Westchester Sickle Cell Outreach, Inc.

Westchester, NY

Marketing Strategy Intern

Jul. 2021 – Jan. 2022

- Maximized community engagement by 25% by designing marketing visuals and promotional campaigns in Canva that resonated with local Westchester and Putnam populations
- Influenced non-profit's business strategy by presenting actionable initiatives to the board of directors, aligning campaigns with organizational goals and community needs
- Expanded digital reach by 20% by optimizing website content and user experience, increasing access to health resources for the local community

LEADERSHIP EXPERIENCE & ACTIVITIES

University at Buffalo, Singapore Study Abroad Program (Project)

Clementi, Singapore

Marketing Consultant

Aug. 2022 – Jan. 2023

- Achieved a 40% increase in web traffic by partnering with leadership at two Singaporean startups (hospitality & education) to analyze customer feedback, which identified inefficiencies and led to implementation of improved digital marketing strategies
- Drove a 15% boost in inbound leads by conducting market research and competitive analysis on Singapore's B2B landscape, helping companies better align their services with customers

International Fraternity of Delta Sigma Pi

Buffalo, NY

Vice President of Professional Activities

Dec. 2021 – May. 2022

- Launched the chapter's second digital magazine, increasing recruitment email sign-ups by 50% by creating content that resonated with students and highlighted fraternal values
- Directed the fraternity's first fashion photoshoot blending professionalism and sustainability, creating a 40% increase in social media interaction, positioning the chapter as a leader in career readiness and environmental responsibility
- Oversaw a 12-member committee to execute 20+ professional development events, improving member internship and job placement rates by 20% through targeted programming and outcome-focused initiatives

SKILLS & CERTIFICATIONS

Computer: Microsoft Office (Word, Excel, PowerPoint), Google Workspace, Tableau, Canva, Adobe Creative Suite

Certifications: Bloomberg Market Concepts, Marketing with Canva, Market Research (Qual & Quant)

Languages: English (Native/Fluent), Spanish (Intermediate), Japanese (Conversational)