

ZELIA MUKHERJEE

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EDUCATION

University of Florida Warrington College of Business
Bachelor of Science in Business Administration Management

May 2028
Gainesville, FL

- Minor: Professional Selling
- GPA: 3.6 / 4.0

WORK EXPERIENCE

Scientific Instruments Inc.

May 2025 - August 2025

Sales Intern

West Palm Beach, FL

- Used M1 CRM system to support 75+ sales orders and detailed quotes while facilitating hundreds of transactions in a three-person sales team, contributing to efficient sales operations, accurate processing, and improved customer engagement.
- Designed and implemented a company newsletter to boost internal and client communication, while also driving a 148.5% increase in LinkedIn impressions and a 104.2% rise in reactions through strategic content initiatives.
- Analyzed 50+ competitor products in Excel to evaluate cost, features, and value propositions across multiple vendors to create comparison visuals used in sales pitches, leading to an increase in qualified leads.

Beats By Dr.Dre

March 2025 - May 2025

Consumer Behavior & Market Analysis Extern

Remote

- Developed and deployed a targeted consumer behavior survey using AI-assisted tools, crafting 20+ data-driven questions to uncover Gen Z audio preferences and purchasing motivations for Beats' speaker market entry.
- Created a comprehensive brand recognition strategy by analyzing survey data and emerging market trends, aligning consumer insights with Beats' long-term positioning goals to support brand growth and product differentiation.
- Synthesized survey findings into actionable insights, identifying key trends in Gen Z listening habits and translating them into strategic recommendations for Beats' speaker product launch and marketing approach.

LEADERSHIP & INVOLVEMENT

Student Government Cabinet

September 2025 - Present

Assistant Director

Gainesville, FL

- Fostered student engagement by creating accessible, relevant, and impactful programming that promoted personal growth, self-sufficiency, and career readiness among a diverse student body, drawing 50+ attendees per event.
- Hosted 12 workshops while managing a \$700 semesterly budget to support student personal and professional development.

American Marketing Association (AMA)

September 2025 - Present

Mentor

Gainesville, FL

- Mentored two first-year marketing students through consistent weekly meetings, helping them navigate college life, get involved on campus, and build confidence in personal and professional settings.
- Collaborated with a team of four at an international marketing case competition in Chicago to analyze a real-world client challenge and present a strategic, data-backed solution to a panel of judges within 48 hours.

Zeta Tau Alpha

September 2025 - Present

Marketing Recruitment Chair

Gainesville, FL

- Helped lead social media strategy for Zeta Tau Alpha's Instagram with 13.5K+ followers, creating content and coordinating with UF Panhellenic and the recruitment team to expand outreach to 1,700 potential new members.
- Orchestrated brand outreach for recruitment week, proactively contacting 40+ companies and successfully securing 5+ brand partnerships, resulting in hundreds of promotional products and elevated content.

ADDITIONAL INFORMATION

Certifications: Microsoft Career Essentials in Generative AI

Affiliations: UF Professional Sales Team, American Marketing Association, Zeta Tau Alpha

Skills: Google Analytics, Microsoft Office, Adobe Lightroom, Canva, Procreate, Prompt Engineering

Interests: Hot Yoga, Independent Photography, Art, International Travel, Fashion, Weightlifting, Vegetarian Cooking

Awards: 1st Place, P&G Solo Sales Competition, AMA Regional Conference (Nov 2025), Warrington Dean list 24' & 25'