**Amirah S. Miles** amirah.miles@temple.edu

 *Philadelphia, Pennsylvania | 19122 | 609-582-2688*

**EDUCATION**

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

*Bachelor of Business Administration* Graduation: May 2026

Major: Marketing | Minor: Statistical Science and Data Analysis

Awards: Temple Scholarship

Selected Courses: Marketing Management, Leadership and Organizational Development, Financial Accounting Principles, Macroeconomics, Statistics for Business and Economics

**COURSEWORK & PROFESSIONAL EXPERIENCE**

MARKET RESEARCH PROJECT- *New Shoes Simulation* August – December 2023

* Collaborated with a team in designing and implementing a market research project to analyze consumer preference for a hypothetical sneaker brand
* Developed a comprehensive marketing plan for the sneaker, surveyed 50 people and incorporated customer insights to inform strategic decisions and go about brand management
* Explored factors of influencing consumer choices and decision-making process to understand consumer behavior efficiently
* Presented marketing strategy to the class, highlighting the ability to communicate research insights effectively

STATISTICS FOR BUSINESS AND ECONOMICS August – December 2022

* Applied various statistical techniques, including hypothesis testing and regression analysis, to draw meaningful insight on multiple types of data
* Developed and implemented econometric models to analyze and demonstrate proficiency in using statistical software for data analysis and model building
* Led 3 different teams in conducting a comprehensive statistical analysis of real-world business data and presented findings through clear and concise visualizations
* Utilized mathematical models and statistical tools to solve quantitative business problems

CHIPOTLE Hillsborough, NJ

*Shift Leader*  February – August 2022

* Managed daily operations of the shift, including scheduling staff members, delegating tasks, and cashier balancing
* Trained 10 new employees on job duties, safety procedures, and company policies
* Managed store opening and closing procedures to ensure safety and security
* Assisted over 200 customers with inquires, orders, and customer complaints

**LEADERSHIP & PROFESSIONAL DEVELOPMENT**

American Marketing Association Philadelphia, PA

*Member* October 2023 – Present

* Analyze brands existing marketing strategy and identify areas of improvement and establish new marketing goals
* Implement marketing tactics that build on consumer, shopper, and customer insights and monitor campaign results
* Participate networking events, conferences and leadership development on a quarterly basis

Skills: Microsoft suites, adobe creative cloud, product management, market research