Lilyan Hakim

(720) 243 - 2723 • Lilyan.hakim12@gmail.com • www.linkedin.com/in/lilyan-hakim

EDUCATION

Boston University Questrom School of Business | Boston, MA   **Anticipated May 2025**
Bachelor of Science in Business Management and Administration (Concentration: Business Analytics)
Relevant Coursework: Intro to Computer Science I and II (Python and Java); Modeling Business Decisions with Statistical Programming; Combinatoric Structures; Analytics for Optimal Decision-Making

Academic Team Projects
Cross Functional Core – New Business Plan   **January 2024 - May 2024**
- Innovated an automated kitchen product in a team of 9 and created a detailed business plan involving marketing, operations planning, and forecasting financial performance within 5-year range
- Performed qualitative and quantitative research to identify target market offerings and ideal profiles for the product

Linear Regression Using Python – Life Expectancy Analysis   **November 2023**
- Utilized Pandas, NumPy, Matplotlib, and Statsmodels in Jupyter Notebook to develop 7 graphs and models, conducted a comprehensive analysis of patterns related to life expectancy, and synthesized the results into a detailed 6-page written report

SKILLS

Technology: Microsoft Office | Proficient in Python & Java | Beginner in Adobe Creative Cloud & Figma | Google Suite | Canva | Qualtrics
Social Media Management: Pinterest | Instagram | LinkedIn
Languages: Native Speaker of Sudanese Arabic | Conversational Spanish

ADDITIONAL EXPERIENCE

FlowMingle.live | San Francisco, CA (Remote)   **May 2024 - Present**
Marketing Analytics Intern
- Assisted in developing and refining promotional strategies by collecting and analyzing user feedback
- Conducted target marketing campaigns to promote the FlowMingle app, leveraging various events and collaboration with local influencers resulting in almost a 10% increase in user engagement

Boston University AdClub | Boston, MA   **January 2023 - Present**
Strategist
- Conduct research and analyze data using Python and linear regressions to examine the positioning of large and small businesses and how they can use 10+ social media posts, videos, and posters to better advertise their products and services

Boston University FORGE Catalyst Designathon | Boston, MA   **March 2023**
Participant
- Constructed and presented a medium fidelity prototype and visual design using Figma and Canva with the goal of enhancing the process of itinerary creation during travel while conceptualizing an innovative app to elevate the travel planning process