Anjali Sammeta

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EDUCATION

Rutgers Business School - New Brunswick   September 2022 – May 2026
Bachelor of Science, Finance and Business Analytics Information Technology (BAIT); Minor in Data Science
Relevant Coursework: Statistical Methods in Business, Global Capital Markets, Data Mining for Business Intelligence
American College of Thessaloniki - Greece   January 2025 - April 2025
Relevant Coursework: Corporate Finance, Investment and Portfolio Management, and Quantitative Computing

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WORK EXPERIENCE

ADMINE   **Thessaloniki, Greece**
Marketing and Advertising Intern   January 2025 – Present
- Conduct in-depth research on Environmental, Social, and Governance (ESG) strategies and their significance to the business by analyzing company websites, social media, corporate reports, and media coverage to assess ESG communications.
- Collaborate with a team of four to develop the marketing and outreach materials to strengthen brand positioning, enhance customer engagement, and effectively communicate ESG initiatives.
- Compile research findings into a well-structured report, delivering actionable insights on transparency, audience engagement, and the overall impact of ESG communication across various companies.

GenZ Facility Solutions   **New Brunswick, NJ**
Business Operations Intern   September 2024 – December 2024
- Developed an integrated client database leveraging Snovio, Replio, and Mailchimp, resulting in a 40% increase in the company's client base while expanding to New York.
- Utilized AI-driven tools to automate 15% of manual reporting processes, leading to increased operational efficiencies and accelerated decision-making across senior leadership.
- Implemented data-driven financial reporting templates that identified an average of $1,000 monthly in cost savings, driving strategic recommendations to scale business operations within the facility management sector.

Rutgers Business School   **Piscataway, NJ**
Course Assistant in Business Forum   August 2024 – December 2024
- Collaborated with two Course Assistants to manage and grade the coursework of 155 students for optimization and efficiency.
- Implemented optimized grading tools on Canvas, reducing grading time by 30% and improving workflow efficiency.
- Resolved student issues, contributing to a decrease in students failing this course this semester from previous years.

EXTRACURRICULAR ACTIVITIES

Beta Alpha Psi Honors Society (BAP)   Rutgers University
General Member   September 2023 – Present
Volunteer Income Tax Assistance (VITA) Program   February 2024 – April 2024
- Prepared more than 30 tax returns by using the appropriate Interview forms and verifying taxpayer information
- Interviewed 3-5 low-income taxpayers per session by obtaining the necessary legal documents and forms at no cost
- Researched and applied tax law principles from 5+ hours of training for the Volunteer Standards of Conduct, tax law, and electronic filing software training
Marketing Committee   November 2024 – Present
- Designed creative marketing campaigns, boosting member engagement by 20% through appealing social media posts
- Collaborated with the marketing director and a committee member to produce compelling flyers and digital content, ensuring consistent branding and effective communication of chapter initiatives
- Implemented innovative strategies to increase member engagement, driving a 15% growth in student memberships and enhancing the chapter's visibility within the Rutgers community

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SKILLS

Technical: Regression Analysis on Microsoft Excel, Predictive Modeling, SQL, Javascript, Python, R, Tableau, AI, Data Management
Interests: Travel, Digital Art, Drawing, Reading, Food Blogging, Cooking