

MALIHA VERSI

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EXECUTIVE SUMMARY

Marketing major on the Professional Selling Track at the University of Central Florida with a strong foundation in sales and marketing. Experienced in developing strategies that drive customer engagement and revenue growth. Passionate about combining creativity with sales to build relationships, solve problems, and exceed targets. Eager to use skills and experiences to create an impact and achieve strategic goals.

EDUCATION

University of Central Florida, Orlando, FL
Bachelor of Science in Business Administration, Marketing
UCF Professional Selling Program, GPA: 3.9

Spring 2025

SKILLS

Excel Expert Certified, Microsoft Office, CRM (Salesforce), Qualtrics, Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), Graphic Design

PROFESSIONAL EXPERIENCE

Crank Creative, Lake Mary, FL
Marketing Intern

August 2024 – December 2024

- Analyzed market trends to develop social media strategies, developed compelling messaging to drive customer interest and brand engagement.
- Supported PR efforts by drafting email campaigns, created content calendars, and assisted with media pitching, while cross-training in various marketing and public relations functions.
- Created influencer and brand ambassador campaigns for different clients, reached out and pitched to various media publishers, journalists, and reporters.
- Contributed to strategy sessions, brainstorming, and meetings, offered insights and ideas that support campaign development.

UCF Connect, Orlando, FL
Digital and Social Media Intern

August 2023 – May 2024

- Enhanced UCF Connect Instagram, Facebook, and Twitter accounts with over 3,000 followers, increased content 3-4 times a week.
- Developed and integrated marketing strategies to boost engagement through various social media platforms.
- Identified target markets and collaborated with the marketing team to align campaigns, increased followers by 13% within three months.
- Created visually captivating content, enhanced UCF Connect's presence across platforms.

Menchie's Frozen Yogurt, Lake Mary, FL
Sales Associate

August 2022 – December 2023

- Demonstrated outstanding interpersonal skills and efficiency, consistently delivered prompt and friendly service daily.
- Effectively processed transactions totaling over \$900 for approximately 30+ customers per day.
- Collaborated with management on various projects, with a primary focus on creating a clean, hygienic, and safe environment.

LEADERSHIP EXPERIENCE

American Marketing Association, Executive Board
Growth and Innovation Committee

January 2024 – Present

- Increased member engagement by rebranding the website and organizing events for hands-on marketing experience.
- Competing in and led planning for both competitions and conferences for 100+ participants, gaining industry insights and skills.
- Maintaining the execution of an impactful mentorship program to 40+ members, providing valuable networking experiences for students.

S.O.A.R., Executive Board
Founder

July 2021 – Present

- Recruiting and mentoring a team of 24 people consisting of students and advisors to ensure successful outcomes.
- Securing sponsors and donations from various organizations and businesses for a total of \$6,000 for events.
- Collaborating to package 250+ bags for underserved communities and raise funds to purchase supplies for youth in the area.
- Implementing flyers, managing Instagram and Facebook accounts with over 260 followers, and conducting weekly meetings to prioritize planning events for the local community.

ACADEMIC EXPERIENCE

Professional Selling Program, Member

August 2024 – Present

- Completed intensive sales training, including role-playing exercises with 6-7 companies to refine prospecting, negotiation, and closing techniques.
- Selected as 1 of 6 representatives for UCF at the International Collegiate Sales Competition and 1 of 3 for Robert Morris University's Virtual Sales Challenge, competing against sales talent from 80+ universities in high-pressure sales scenarios.
- Gained hands-on experience through mentorship from sales professionals, shadowing industry experts, and completing real-world sales assignments.