

Asia Smith

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EDUCATION

University of Florida, Warrington College of Business

Bachelor of Science in Business Administration, Information Systems

GPA: 3.68

May 2025

Gainesville, FL

Relevant Coursework:

- Statistics for Business Decisions
- Business Analytics and AI
- Computing in the Business Environment

SKILLS

- Microsoft Excel: Proficient in using Excel for data analysis and manipulation, including pivot tables, IF functions, data validations, VLOOKUP, and conditional formatting.
- JMP: Experience in utilizing JMP for statistical analysis and data exploration.
- Python: Familiarity with Python programming language for data manipulation and analysis.
- Tableau: Knowledge of creating interactive data visualizations using Tableau.

WORK EXPERIENCE

Spot Insurance

June-August 2022

Data Enrichment Intern

Austin, TX

- Accomplished data enrichment goals by modifying over 100 records per week using CRM software (HubSpot) to complete missing information in company lead profiles for marketing email campaigns.
- Demonstrated the effectiveness of keyword research efforts by presenting data analysis on Google Sheets, measuring domain visit frequency, monthly searches, and competitor strategy using SEMrush.
- Expanded the company's network of potential clients by developing c-suite executive contact lists through ZoomInfo and Sellhack, resulting in over 200 new contacts for the sales and partnership team's Q4 strategy.

Paragon One

March-May 2022

HP Tech Ventures Remote Extern

Remote

Paragon One facilitated an eight-week remote externship opportunity partnered with HP Tech Ventures, offering a Venture Capital and Business Analytics externship sourcing potential investment in upcoming tech start-ups.

- Achieved comprehensive startup analysis by researching startup metrics, conducting business model evaluations, and analyzing value chains and strategies using Excel, ultimately measuring startup performance in comparison to the industry.
- Provided valuable insights to HP executives by creating impactful data visualizations through Excel pivot tables, formula creation, graphing, and data filtering.
- Recommended potential startup investments based on data trends and market maps, effectively measured by presenting the final project to HP executives.

LEADERSHIP AND INVOLVEMENT

UF Black Students in Business

September 2023- Present

Communications Chairperson

Gainesville, FL

- Developed and executed strategies to enhance internal and external communication, resulting in improved member engagement and increased outreach to our target audience.
- Worked closely with the VP of Communications and Webmaster to drive project success, foster teamwork, and support BSiB's mission, contributing to the organization's growth and success.

University of Florida Chapter of SISTUHS Inc.

November 2022-Present

Community Service Chairwoman

Gainesville, FL

- Organized and led a workshop, positively impacting the well-being of local youth. Provided free haircare services to underprivileged young black girls, empowering them with confidence and self-esteem.
- Enhanced member engagement and communication. Created and launched a monthly newsletter to keep current members informed about the latest updates, events, and opportunities within the organization, leading to improved member engagement and participation.