

Jia Budelsky

(858)-284-6961 | jiabudelsky@miami.edu | linkedin.com/in/jiabudelsky

EDUCATION

University of Miami Herbert Business School

Bachelor of Business Administration in Marketing

Minor: Finance

Coral Gables, FL

Expected May 2026

- **GPA:** 3.4 / 4.0
- **Honors:** Dean's List
- **Relevant Coursework:** Foundations of Marketing, Introduction to Business Law and Ethics, Professional Selling, Business Analytics, Luxury Marketing, Organizational Behavior, Principles of Micro and Macroeconomics, Quantitative Applications of Business, Critical Thinking and Persuasion, Managerial Accounting, Operations Management (Spring 2025)

Study Abroad: Semester At Sea on MV World Odyssey

Fall 2022

- Featured in a digital episode promoted across social media channels to drive student interest

WORK & LEADERSHIP EXPERIENCE

Gela Beach

Social Media Marketing Intern

Miami, FL

January 2025 – Present

- Sold \$500,000+ worth of inventory in 4 months by creating 30+ videos per month
- Edited and optimized video and photo content for TikTok and Instagram, to drive awareness and engagement
- Develop creative and on-brand captions tailored to drive audience engagement and increase platform insights
- Implement strategies to grow social media presence and foster meaningful interactions with followers
- Monitor analytics to evaluate performance and inform content creation strategies

Kiki on the River

Social Media Marketing Intern

Miami, FL

November 2024 – February 2025

- Develop and implement social media content across TikTok and Instagram for Kiki on the River and four affiliate brands, boosting visibility and engagement
- Craft on-brand content, including captions, stories, and posts, aligned with each brand's aesthetic
- Track and analyze engagement metrics to refine social strategies to maximize audience reach
- Collaborate with the marketing team to ensure cohesive messaging across all digital platforms
- Assisted the events team in planning and executing high-profile activations during Miami's major cultural weeks, collaborating on events for clients and celebrities including FIFA, Alix Earle, and Future

Veterans United Home Loans

Affiliate Marketing Intern in the Immersion Inclusion Program

Columbia, MO

June 2024 – August 2024

- Selected as one of the Marketing Interns for the prestigious Immersion Internship program from a pool of over 300 applicants to work at the corporate headquarters in Columbia, MO
- Managed brand image across three social media accounts using monday.com and Meta Business Suite
- Utilize Microsoft PowerPoint to create and deliver a marketing plan presentation targeting underrepresented Veteran communities to company executives; included budget analysis and strategic recommendations, and resulted in second place finish

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Adobe Photoshop, Canon cameras, Microsoft Suite (Excel, PPT), Monday.com, Meta Business Suite, Canva

Activities: Member of Women in Business Club, American Marketing Association club, Best Buddies Club (volunteer to help elderly population), member of Pi Beta Phi Florida Eta chapter, Cathedral Catholic High School Varsity Water Polo captain

Interests: Traveling, photography, volunteering, swimming, skiing, baking, cooking, music, concerts, sports