

MIKE MILESI

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BUSINESS & ENTREPRENEURSHIP STUDENT

Motivated and results-driven business student with hands-on experience in digital marketing, sales, and entrepreneurial project design. Skilled in content creation, outreach campaigns, and CRM tools. Proven communicator with real-world experience managing marketing brand strategy under academic supervision. I will be available for OPT employment starting in May 2026 (no sponsorship required).

EDUCATION

McKendree University, Lebanon, IL

BBA in Entrepreneurship – Expected May 2026

GPA: 3.8 | President's List | Honors Scholarship (4 semesters)

SALES, MARKETING & ENTREPRENEURIAL EXPERIENCE

MM Marketing – Student-Led Academic Project (Non-Profit)

Lebanon, IL | Aug 2025 – Present

- Led a student-run digital marketing project offering content and social media campaigns
- Explored strategies for brand visibility (Meta Ads, Google Ads, TikTok Ads, Organic content)
- Simulated digital funnels for educational purposes using Shopify, Wix, and Google Tools
- Developed and maintained branded content calendar and grew my reach by 3.5x within 30 days

FreshEats Sushi – Campus-Based Startup Concept

Lebanon, IL | Aug 2023 – Dec 2023

- Designed and tested a student-run food delivery model for on-campus housing
- Managed logistics, finances, and branding during startup phase
- Featured in campus press for innovation before being discontinued due to policy

Sales Representative – Born Group

Marseille, France | May 2023 – July 2023

- Exceeded daily targets in door-to-door sales for life improvement services
- Mastered persuasive sales scripts and adapted approach in a competitive environment
- Recorded and optimized conversion metrics in CRM tools

OTHER WORK EXPERIENCE

Student Custodial Assistant – McKendree University

Lebanon, IL | Jan 2024 – Present

- Maintaining high standards of cleanliness in academic and residential buildings

Student Dining Assistant – Sodexo (on-campus)

Lebanon, IL | Aug 2022 – Present

- Delivered excellent service and food prep support while ensuring kitchen safety standards

KEY PROJECTS & SKILLS

- Content Creation: Filming and editing video content for McKendree Rugby Instagram
- Marketing Strategy: Creating customer personas, A/B tests, tracking analytics across Google & Meta
- Blog & Insights: Author of mikemilesi.com, publishing weekly marketing content on social media
- Assistant Member of McKendree University Entrepreneurship Club, supporting the planning and execution of entrepreneurship-focused events and networking trips
- Mentee at Regional Business Council (RBC) Mentorship Program, selected for competitive business mentorship program connecting top students with regional business leaders
- Languages: English (Fluent), French (Native)

Tools & Platforms: Google Ads, Meta Ads, Shopify, TikTok, Canva Pro, Google Analytics, Wix, Shopify, GPT-4, CapCut Pro, Google Workspace, Microsoft Office Suite, Notion, Sora.