

## Jacob Kubik

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### Education

**West Virginia University** - Morgantown, WV **Graduated:** December 2019  
Bachelor of Science in Business Administration (BSBA): Dual Major – Marketing and Finance  
GPA: 3.91

### Skills

- Microsoft Office Suite, WordPress, Facebook and Google Analytics, Social Media, SEO
- Sample Coursework: Buyer Behavior, Marketing Research, Selling with Digital Media

### Professional Experience

**American Airlines** – Fort Worth, TX **Jun. 2019 – Aug. 2019**  
*Financial Analyst Intern*

- Analyzed \$411 million worth of airplane maintenance checks to better understand segment costs
- Created Excel databases to analyze financial data sets
- Communicated effectively with other teams to acquire needed data sets
- Presented analysis findings to senior management

**Volvo Group Trucks** – Hagerstown, MD **May 2018 – Aug. 2018**  
*Financial Analyst Intern*

- Created 170 new Excel worksheets for financial analysis of the AMT and Axle cost centers
- Improved the functionality of pre-established analysis worksheets and databases
- Established new databases for analysis of plant functions using QlikView

**Continental AG** – Winchester, VA **May 2017 – Oct. 2017**  
*Brand Management and Development Intern*

- Designed the WordPress websites for IntelliDeck, H2okaypool, and O'Searmarine
- Optimized website SEO capability to increase organic traffic
- Supported the naming, brand creation, and product research of a new DIY product

**Link to Media** - Barcelona, Spain **Jun. 2016 – Jul. 2016**  
*Social Media and Marketing Intern*

- Maximized traffic volume potential for Onehowto.com using Google Analytics
- Managed the Onehowto Facebook page and Facebook analytics to ensure high traffic volume
- Created SEO optimized blog posts for Onehowto.com
- Utilized affiliate links on blog posts to ensure optimum affiliate revenue

### Honors and Other Activities

- WVU Honors College, President's List (2015-2019), BSA Eagle Scout, Beta Gamma Sigma Honors Society, Promise Scholarship, Mountaineer Scholarship, Robbins Scholar
- WVU AMA Club, WVU Sales Club, WVU Financial Planning Club, WVU Finance Club
- WVU Cheerleader (2015-2019), Young Life
- Studied abroad in Barcelona, Spain (2016)

### Volunteer Experience

- WVU Financial Planning Club – Founder and President (2018-2019)
- Camp Kesem WVU – Treasurer (2017-2018)