

EVA NIKOLAI

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EDUCATION

UNIVERSITY OF NOTRE DAME

Master of Science in Business Analytics (MSBA) | *GPA: 3.7/4.0*

Notre Dame, IN

May 2023

KENT STATE UNIVERSITY

Bachelor of Business Administration | *GPA: 4.0/4.0* | *Major: Marketing* | *Minor(s): Economics, Finance*

Kent, OH

May 2022

PROFESSIONAL EXPERIENCE

UNITED AIRLINES

Chicago, IL

Analyst - Cargo Sales Strategy

October 2023 – Present

- Led the monthly forecasting process for United Cargo's Americas entity, utilizing R and Excel to project revenue based on historical, demand, and market data; Prepared and presented +\$1.8B forecast/ close results to senior leadership
- Engineered and optimized SQL data pipelines and R scripts to track key performance metrics, maintaining detailed documentation
- Designed and maintained high-visibility Spotfire dashboards and automated reports, regularly used by leadership
- Managed competing projects while balancing monthly responsibilities and ad-hoc requests from internal/ external teams
- Mentored junior staff members/ interns through monthly forecasting, data management, and script reviews

KENT STATE UNIVERSITY

Kent, OH

Athletics Marketing Intern

August 2021 – July 2022

- Executed promotional campaigns and marketing strategies resulting in sustainable growth at revenue-generating events
- Led market research with two interns, identifying opportunities to enhance the digital strategy, such as leveraging clustering models to optimize fan segmentation, as well as a requested SWOT analysis of NFTs in college athletics

Division-I Women's Lacrosse Student-Athlete

August 2018 – May 2022

- Represented student-athletes on 5 university/ conference-wide strategic committees, holding leadership positions in each; Served as a liaison between athletes and university executives to develop and implement creative solutions
- Served as Community Service Coordinator, organizing community service events and leading team of 38 to win the IWLCIA Community Awareness Award for all DI women's lacrosse in the 2021-2022 academic year

PROJECT EXPERIENCE

UNIVERSITY OF NOTRE DAME

Notre Dame, IN

South Bend | Elkhart Regional Partnership Consulting Capstone, Project Manager

January 2023 – May 2023

- Led team of five to analyze census data and present a custom BI dashboard, PowerPoint, and documentation to the executive team, highlighting the impacts of income, education, and transportation on population retention in the region
- Managed team communication and project timelines; Conducted ad hoc analyses during stakeholder meetings; Developed data management tool to streamline the ETL and analysis process through the efficient usage of APIs and ML

Diversity, Equity & Inclusion (DEI) Grow the Good in Business Case Competition

April 2023

- Finished top 10 of 30+ teams, presenting the "Empowering Elderly Clients" initiative via PowerPoint, aimed to improve safety in digital financial services for the 65+ community who are statistically at an increased risk of fraud
- Recommended 3 strategies: AI biometric ID technology to reduce fraud; Education program for self-service banking; Increased KPIs for IT services

LEADERSHIP & SERVICE

UNITED AIRLINES

Chicago, IL

United Management Association (UMA)

February 2024 – Present

- Participated in leadership courses and networking opportunities, connecting and learning from United senior leadership

UNIVERSITY OF NOTRE DAME

Notre Dame, IN

MSBA Association, Secretary and Historian

August 2022 – May 2023

- Organized events for the master's program, managing a \$12,000 budget; Communicated program members concerns to university leadership; Led productive meetings, maintained detailed records, and tracked project timelines

TECHNICAL SKILLS/ CERTIFICATIONS & INTERESTS

Technical Skills: SQL, R, Spotfire, GitHub, Microsoft Office/ Excel/ PowerPoint, Tableau, Power BI, Figma, Python

Certifications: Professional Sales Certificate - Kent State University, Google Analytics (G4)

Interests: Travel, Airlines, Lacrosse, Painting, Exercising, Fashion