

# AALIYAH KIKUMOTO

## CONTACT

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## PROFILE SUMMARY

Motivated and reliable student with an excellent work ethic and interpersonal skills looking to gain valuable experience in a professional setting. Notably proficient in social media and networking abilities, with a focus on achieving and surpassing goals.

## EDUCATION

*Expected Graduation May 2026*  
**TEXAS TECH UNIVERSITY**

- Bachelor of Business Administration (B.B.A.): *Marketing*
- GPA: 3.35
- Sales Leadership Group Member

### AWARDS & HONORS:

- President's List 2023, 2024
- Laudermill Scholarship

## WORK EXPERIENCE

### Texas Tech Pom Squad

05/24 - PRESENT

#### Gameday Captian

- Lead and manage all Gameday responsibilities, providing support for the university's athletic programs during both home and away games.
- Coordinate and execute performances at all home football games, as well as women's basketball and volleyball games, and men's home basketball games, including championship events.
- Commit 10 to 12 hours per week to team practices, supplemented by an additional 6 hours dedicated to strength training and conditioning sessions.
- Successfully guide the team to achieve consistent placements and reach the finals at national competitions, including notable annual performances in Orlando, Florida (6th place in 2023, 6th and 4th places in 2024, and 5th and 8th places in 2025).

### Drink PRIME

08/2023 - PRESENT

#### PRIME Ambassador

- Represent PRIME locally by enhancing brand visibility on campus
- Market products through social media initiatives and contests
- Achieve the program's monthly objectives by providing valuable feedback and innovative content

## SKILLS

- Organizational skills
- Networking abilities
- Time management
- Leadership
- Problem Solving
- Social Media Marketing

## CERTIFICATIONS

- Hubspot Inbound Marketing
- Hubspot Content Marketing
- Hubspot Email Marketing
- Hubspot Social Media
- Google Ads App
- Google Analytics
- Meta Social Media Marketing

### UDA- Varsity Spirit

05/2023 - PRESENT

#### Dance Instructor

- 5 college camps, 2 high school camps, and a training camp
- Instructed and educated hundreds of students at each camp in teamwork and dance skills, utilizing problem-solving expertise to tailor each participant's experience
- Fostered positive relationships with students by motivating them to practice, pursue excellence, and realize their full dancing potential.