Oviya *Konar*

MARKETING · FASHION RETAIL · THE OHIO STATE UNIVERSITY

Konar.11@osu.edu | (740) 803-9465 | LinkedIn | Portfolio

EDUCATION

The Ohio State University, Max M. Fisher College of Business — Columbus, OH
Bachelor of Science in Business Administration — May 2029

- Specialization: Marketing
- Additional Major: Fashion Retail Studies, College of Education and Human Ecology
- GPA: 3.50/4.00
- Honors student and recipient of Provost Scholarship and Ohio Governor's Merit Scholarship

WORK EXPERIENCE

Johnson's Real Ice Cream — Powell, Ohio
Team Member — February 2025 – Present

- Collaborate with coworkers to maintain a smooth workflow and provide strong customer service
- Maintain an organized workspace in adherence to food safety guidelines during high-volume periods
- Analyze customer purchasing patterns to efficiently recommend products to over 80 customers per shift

PROJECT EXPERIENCE

American Marketing Association X Good Liar Marketing Case Competition — Columbus, Ohio
Team Member — September – November 2026

- Led team by initiating ideas, organizing meetings, delegating tasks, and driving progress toward campaign goals
- Developed the "Beer for When..." campaign through short-form videos featuring relatable everyday scenarios
- Collaborated with a team to develop a marketing strategy to reach new audiences for a non-alcoholic beer brand

ACTIVITIES & INVOLVEMENT

Scarlette Magazine — Columbus, Ohio
Writing Committee — August 2026 – Present

- Developing fashion content from initial concept to publication using trend research and editorial collaboration
- Helping execute fully student-run fashion photoshoots, bringing editorial concepts and visual direction to life

Crosswalk Outreach — Columbus, Ohio
Member — August 2026 – Present

- Preparing and packaging 30–40 meals per meeting while maintaining an organized meal assembly process
- Serving meals to individuals experiencing homelessness and creating positive one-on-one interactions

American Marketing Association — Columbus, Ohio
Events Committee — August 2025 – Present

- Contributing to the Events Committee by planning and executing social and professional activities
- Taking initiative in a team consulting project focused on developing strategies for real-world client implementation

Business Honors Living Learning Community — Columbus, Ohio
Member — August 2025 – May 2026

- Engaged in academic and professional development activities focused on leadership and teamwork
- Strengthened problem-solving skills by applying industry insight to hands on workshops

RELEVANT SKILLS

Canva | Microsoft Excel | Microsoft Word | PowerPoint | Hindi – Conversational