

Mariana Bakus

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EDUCATION

Michigan State University | East Lansing, MI Dec. 2027
Bachelor of Science, Advertising Management
Bachelor of Arts, Economics

EXPERIENCES

Student Research Assistant II | CASE Lab | Michigan State University Jan. 2026 – Current

- Analyzed 25 years of longitudinal surveys by identifying repeated and divergent questions, decoding SPSS datasets, and organizing variables to support accurate trend analysis and research continuity.
- Trained in laboratory protocol and biometric data collection; prepared participants and operated ECG, galvanic skin response, and eye-tracking systems to measure physiological and attentional responses to advertising stimuli.
- Conducted qualitative and quantitative coding of research studies and advertisements using operational definitions (e.g., fear appeals, normative cues, emotional framing) to ensure consistent categorization and experimental validity.

Cashier | Akers and Holmes | Michigan State University Jan. 2025-Dec. 2025

- Managed high-volume customer transactions while maintaining accuracy and service efficiency.
- Resolved customer inquiries and directed communications professionally to ensure timely issue resolution.
- Maintained organized workstations and proactively completed daily operational tasks to support team performance.

ACTIVITIES

MSU Advertising Association | Member Sept. 2025-Current

- Attend industry speaker sessions and engage in Q&A discussions to gain insight into career paths, agency structure, campaign strategy, and evolving media trends while expanding professional network exposure.

Impact 89FM | Member, Writer Jan. 2026-Current

- Write and publish “Jam of the Day” features, curating selections and producing concise editorial commentary aligned with station brand voice.
- Research artists and releases to contextualize music culturally and strategically for audience engagement.

CERTIFICATIONS

- Responsible Conduct of Research (RCR)-CITI Program Oct. 2024
- MarTech Foundations Certificate Program-Association of National Advertisers (ANA) Oct. 2025
- Greenwash Prevention-Institute for Advertising Ethics (IAE) Mar. 2026
- Graphic Design Essentials-Canva May 2026

SKILLS

- **Productivity:** Microsoft Office Suite (Proficient), Google Workspace (Proficient)
- **Creative & Media Tools:** Canva (Proficient), Adobe Creative Suite (Proficient), Affinity (Proficient)
- **Programming & Data:** HTML/CSS (Intermediate), SPSS (Intermediate)