

Maiya Shefik

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SUMMARY

Graduate with a Bachelor of Science in Engineering Management, certified in Lean Green Belt and Six Sigma Green Belt methodologies. Skilled in Agile project management, risk mitigation, and process optimization, with practical experience leading a multidisciplinary NASA capstone project and technical internships. Adept at driving operational efficiency, fostering team collaboration, and delivering results through data-driven decision-making. Seeking to apply leadership and analytical expertise in a challenging, fast-paced role.

EXPERIENCE

Consumer Engagement Marketing

Monster Energy

October 2025 - Present, Tempe, AZ

- Represented the Monster Energy brand at local events, driving product sampling and consumer engagement to boost brand awareness.
- Distributed point-of-sale materials and promotional items to reinforce brand loyalty among consumers.
- Engaged directly with hundreds of consumers per event, generating product trial through hands-on sampling and conversation.
- Adapted quickly to fast-paced, high-energy environments while representing brand image and messaging.

Starbucks Barista & Barista Trainer

Barista Trainer

June 2017 - July 2025, Seattle, WA & Cave Creek, AZ

- Trained over 20 baristas as one of the leading Barista Trainers in the Valley, fostering an inclusive and welcoming team culture.
- Developed and implemented training strategies to instill confidence and ensure success among new hires, improving retention and performance metrics.
- Delivered exceptional customer service, enhancing customer satisfaction and loyalty.
- Consistently achieved top performance and dependability ratings, ensuring smooth daily operations.

NASA Capstone Project – Project Manager

NASA

August 2023 - May 2024, Phoenix, AZ

- NASA is a research company with expertise in space exploration, scientific discovery and aeronautics research.
- Led project management for a multidisciplinary team of six, ensuring timely deliverables and cohesive collaboration between engineering and computer science students.
- Facilitated agile workflows by creating project schedules, tracking progress, and ensuring milestone completion for game development.
- Enhanced gameplay mechanics, incorporating interactive quizzes and music, and visual effects, improving user engagement and feedback.
- Optimized product accessibility by ensuring compatibility with consumer-grade computers and major web browsers, broadening its reach among educators and students.
- Presented the project to academic advisors and stakeholders, receiving commendations for its innovative approach to STEM education.

Green Coffee Quality Tasting Room Associate

Starbucks

June 2022 - December 2022, Seattle, WA

- Supported Starbucks' success by managing green coffee quality evaluations and assisting in the tasting room.
- Maintained and analyzed daily data using Microsoft Excel, Outlook, and Smartsheets to track quality metrics and identify trends.
- Adapted to a multitude of tasks with minimal guidance, demonstrating flexibility and problem-solving skills.
- Inspired team members with in-depth coffee knowledge through hands-on demonstrations, enhancing product understanding and engagement.

EDUCATION

Engineering Management

Ira A. Fulton Schools of Engineering, Arizona State University • Tempe, AZ • 2024 • 3.6

- Completed a NASA-sponsored capstone project, collaborating with a multidisciplinary team to develop an educational game for the Psyche Mission.
- Achieved a GPA of 3.6 while working part-time and participating in an internship.
- Selected for the Starbucks College Achievement Plan, balancing professional responsibilities with academic success.

CERTIFICATIONS

Lean Green Belt

Ira A. Fulton Schools of Engineering, Arizona State University • 2024

- Demonstrated expertise in process improvement and operational efficiency, applying Lean principles to optimize workflows and eliminate waste.

Six Sigma Green Belt

Ira A. Fulton Schools of Engineering, Arizona State University • 2024

- Certified in statistical methods and quality management techniques to identify inefficiencies, reduce defects, and drive process excellence.

SKILLS

- Customer Service
- Multitasking efficiency
- Project Management (Agile, Scrum)
- Risk Management
- Data Analysis (Excel, Tableau)
- Leadership and Team Collaboration
- Lean Six Sigma Methodology
- Communication and Stakeholder Engagement