

Reka Rohacs

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Marketing graduate student and product engineer with a background in dietary supplement product development, combining scientific expertise with marketing analytics and data-driven growth strategy.

Education

Master of Science in Marketing

University of Arkansas, Sam M. Walton College of Business

Expected Graduation May 2026

Bachelor of Science in Food Engineering

Hungarian University of Agriculture and Life Sciences, Hungary

Bachelor's Thesis: CBD Oil in Sport and Cannabis in the Food Industry

September 2019 – January 2023

Relevant Coursework: Advanced Nutrition I, New Product Development and Strategy, Sales, Consumer and Market research, Retail Strategy and Processes, Branding, Behavioral Science of Brands

Academic Projects

Marketing Analytics Project (*Spring 2026 Semester*)

- Applying regression forecasting, pricing analysis, and choice modeling to real-world marketing datasets to generate data-driven insights and strategic recommendations

Unilever – Liquid I.V. (*Fall 2025 Semester*)

- Analyzed Gen Z brand awareness, positioning, and adoption opportunities, exploring white space areas for growth
- Identified price perception as a key adoption barrier among University of Arkansas students

Kenvue – Neutrogena/Walmart (*Fall 2025 Semester*)

- Contributed to Walmart's joint business plan for Neutrogena using category, sales, and shopper data analysis
- Developed retail strategy recommendations to increase awareness and sales

Internship Experience

Verisana GmbH - Remote (*Sales Internship*)

August 2024 – May 2025

- Supported U.S. market research initiatives through Amazon sales analysis of home health lab kits
- Analyzed 50+ Amazon reviews to support U.S. market expansion and identify pricing & usability insights

BioTech USA, Hungary (*Food Science Internship*)

September 2022 – November 2022

- Analyzed and tested sports dietary supplements
- Assisted in the Quality Control Department, ensuring compliance with safety and regulatory standards
- Furthered supply chain knowledge through analyzing quality after the manufacturing and packaging phases

Professional Experience

Graduate Student Researcher, University of Arkansas, Food Science Department

May 2025 – August 2025

- Conducted laboratory experiments on ingredient stability and bioavailability in dietary supplements
- Developed experimental designs and assisted in new formulations using microencapsulation techniques
- Demonstrated writing skills through writing and creation of a thesis project: "Development of enriched spray-dried juice, fortified with Potassium and Vitamin D encapsulated by complex coacervation"

Professional Athlete

January 2015 – Ongoing

- Trained 30 hours per week while being a full-time student and working on an internship
- World & European Silver Medalist, Bronze Medalist – Open Water Swimming
- 8th Place at World Championships, 25km – Open Water Swimming

Additional:

- Technical Skills: Microsoft Excel, Microsoft PowerPoint, Adobe Photoshop, Canva, HubSpot, Qualtrics, Scintilla, SupplierOne
- Languages: Hungarian, English