

Creative and passionate prospective marketing graduate with knowledge of social media marketing. Curious, innovative, and interested in learning and gaining experience in digital marketing, SEO optimization, and data analytics. Driven by constant progression.

SKILLS

- SPSS Statistics
- MS Excel
- Tableau
- Data Anlyzation
- SEO Optimization
- Social Media Marketing
- Hubspot
- Cvent
- Data entry
- Surveying
- Research Methods
- Public Speaking

EDUCATION

Graduated 05/2020

B.B.A. Marketing, Howard University – Washington, D.C.

- Volunteered for Culture Creators event in D.C.
- Utilized surveying to conduct research for Chevrolet
- Capstone Scholar
- Dean's List

EXPERIENCE

08/2021 – Present

Customer Service Rep, Concentrix (Goldman Sachs) – Fully Remote

- Assists customers with applying for Apple Credit Card
- Assists in solving any customer inquiries
- Processes payments and evaluates transactions and disputes on accounts

08/2021 – Present

Marketing Assistant, Unskrypted – Washington, DC

- Responsible for Social Media Marketing
- Creation of content for social media accounts (IG, Twitter, FB)
- Assistant to Unskrypted Marketing Manager

02/2021 – 8/2021

Customer Lead, Food Lion – Woodbridge, Va

- Assists cashiers in creating a pleasant experience for customers
- Maintains proper cash amounts in registers
- Conducts grocery deliveries for to-go customers

11/2019 – 11/2019

Student Ambassador, Chevrolet – Washington, D.C.

- Used studied research methods to create various surveys and data gathering strategies
- Collected 200+ responses to gather Howard student perceptions of Chevrolet vehicles
- Converted qualitative data to quantitative data and vice versa along with research team to create graphs and valuable information for Chevrolet
- Managed Howard Chevrolet event along with Bison Chevy team

10/2019 – 10/2019

Student Ambassador, Culture Creators – Washington, D.C.

- Supported marketing programs and campaigns with content and messaging to drive demand
- Built rapport with guests to promote positive experiences

- Collaborated with Student Ambassador team to assist in organizing and directing the 2019 C2 Summit for HBCUs
- Assisted in social media marketing for event

06/2018 – 02/2019

Sales Associate, Massage Envy – Woodbridge, Va

- Implemented up-selling strategies to sell merchandise
- Liaised with customers to identify their individual needs, requirements and specifications
- Used direct marketing to sell yearly personal massage packages