import React from "react";

export default function Portfolio() {

return (

<div className="p-8 max-w-5xl mx-auto space-y-12">

<header className="space-y-2 text-center">

<h1 className="text-4xl font-bold text-gray-900">Faith Ombewa</h1>

<p className="text-xl text-gray-600">

Championing Data-Driven Innovation in Student Engagement, Experience & Well-Being in Higher Education

</p>

</header>

<section className="space-y-4">

<h2 className="text-2xl font-semibold text-gray-800">About Me</h2>

<p className="text-gray-700">

I’m a marketing analyst and strategist with 9+ years of experience in data-driven decision-making, stakeholder engagement,

and strategic program development. I’m now transitioning into Higher Education Leadership & Policy with a focus on

student well-being, academic integrity, and institutional quality. Backed by an MSc in International Marketing Strategy,

a Professional Master’s in Business Analytics, and a degree in Anthropology, I bring a multidisciplinary lens to the challenges

facing modern higher education.

</p>

</section>

<section className="space-y-4">

<h2 className="text-2xl font-semibold text-gray-800">Research Projects</h2>

<ul className="list-disc pl-5 space-y-2 text-gray-700">

<li>

<strong>Consumer Perception and Adoption of Cybersecurity Measures:</strong> Dissertation exploring how trust and behavioral patterns

influence digital safety practices in online shopping.

</li>

<li>

<strong>Improving Retention Through CRM in Education:</strong> Conceptual project redesigning the student journey using automated

and behavioral segmentation models.

</li>

<li>

<strong>Academic Integrity in the Digital Era:</strong> A policy brief exploring how universities can combat plagiarism using proactive

student support systems.

</li>

</ul>

</section>

<section className="space-y-4">

<h2 className="text-2xl font-semibold text-gray-800">Certifications & Tools</h2>

<ul className="list-disc pl-5 space-y-2 text-gray-700">

<li>Certified Business Analyst – Simplilearn</li>

<li>Certified Digital Marketing Associate – Digital Marketing Institute</li>

<li>CRM Platforms: Salesforce, HubSpot, Zoho</li>

<li>Analytics Tools: Tableau, Power BI, Google Analytics</li>

</ul>

</section>

<section className="space-y-4">

<h2 className="text-2xl font-semibold text-gray-800">Get In Touch</h2>

<p className="text-gray-700">

Interested in collaborating on research, educational reform, or digital transformation in higher ed?

Let’s connect and explore how we can drive meaningful change.

</p>

<a

href="mailto:helloatfaith@gmail.com"

className="inline-block px-4 py-2 bg-blue-600 text-white rounded-md hover:bg-blue-700"

>

Email Me

</a>

</section>

</div>

);

}