

Kwaku Osei - Bonsu

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24261 Eastwood Street
Oak Park, MI 48237
(248) 798 1216

EXPERIENCE:

Business Development Associate

MediaCom – New York

New York, NY

03/ 2015 – 10/2015

- Investigate prospective client business challenges and opportunities whilst assisting in the development of media strategies.
- Brief the executive management team on all new business pitches while training agency counterparts on presentation and communicable deliverables.
- Write and produce RFI/RFP content and manage all department heads to deliver client materials on time and on-brief.
- Write and create agency case studies for prospects, RFI/RFPs and award submissions.

Assistant Digital Media Planner

MediaCom – New York

New York, NY

06/ 2014 – 03/2015

- Generated daily, weekly, and bi-monthly report-analyses depicting performance, audience and budgetary pacing for 11 of the 26 Bayer brands.
- Managed millions in annual, digital media dollars, amongst three colleagues, aimed at the brand's widest demographic; adults ages 25-49.
- Gathered research providing supporting documentation of competitive and strategic presentations within a client-facing environment.

Certified Pre-Owned Vehicles (CPOV)/ Field Ops. Intern

Chrysler LLC. – Headquarters

Auburn Hills, MI

05/ 2013 – 07/2013

- Gathered field performance metrics that analyzed brand performance amongst all national carriers and the nine Chrysler Business Centers.
- Completed daily Aged-Inventory and Inventory Metrics Reports to aid in the promotion and success of the Certified Pre-Owned Vehicles (CPOV) Program.
- Monitored and critiqued the Great Lakes district's monthly performance to assist field operations in identifying problem areas, areas of improvement, and potential incentives.

Account Management Intern

Saatchi & Saatchi, World Headquarters

New York, NY

06/ 2012 – 09/2012

- Led a 4-person team of interns to create and pitch a digital ad campaign for a world-class brand consistent of a 40% minority base and an unyielding child market, resulting in a winning presentation and national recognition by the CEO of SaatchiNY, Brent Smart.

CBS News Corporation

Editorial Intern, CBS News Interactive

New York, NY

06/2010 – 08/2010

- Directly assisted network producers with digital media requests, coordinating packages through digital platforms and special projects regarding the Tony Awards (including digital correspondence with on-air hosts).
- Assisted with various pilot projects, intern-specific pieces and decks while helping to coordinate press materials and credentials.

EDUCATION:

Washington, DC

Howard University

School of Communications

Major: Telecommunications Mgmt.

Minor: Business Administration -
Entrepreneurship

Study Abroad, **Institut Catholique de Paris**; Institut de Langue et de Culture Françaises
Paris, France (2/2012 - 5/2012)

SKILLS:

- Proficient in all Microsoft Office Programs
- Proficient in usage of Mac OS X systems
- Experience with Final Cut Pro and Avid editing software
- Proficient development of competitive analysis using MOAT
- Proficient in usage of KANTAR, Prisma and MediaTools
- Proficient in HTML, CSS and Javascript applications

HONORS:

- John H. Johnson School of Communications' Dean's List
- John H. Johnson School of Communications' Trustee Scholarship Recipient
- BET Scholarship Recipient

AFFILIATIONS/ACTIVITIES:

- Alpha Kappa Psi Professional Business Fraternity, Psi Tau Chapter
- Phi Beta Sigma Fraternity, Inc., Nu Alpha Sigma Chapter

References:

Angela Wade – MediaCom NY
Manager of Consumer Insights
(212) 912 4388