

Shakira Richardson

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Education

University of Maryland, College Park
Bachelor of Arts in Sociology

August 2013 - May 2017

Creative Industry Work Experience

Wunderman DC

Coordinator for Insights and Innovations Team *January 2017 – Present*

- Researching and Interpreting data for Pfizer and Boehringer Ingelheim (BI) clients.
- Presenting data and behavior trends to both Pfizer and BI teams.
- Generating audits of other pharmaceutical competitors.
- Serving as liaison between Wunderman and Pfizer and BI.
- Providing valuable feedback from patients and consumers.
- Currently working on both branded and unbranded marketing tactics.

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Brand Marketing Intern

May 2016 - December 2016

- Drafted and created content for blog posts: New York University, University Southern California, Simmons College graduate school programs.
- Worked closely with creative and web team on managing and creating website content.
- Created and staged blog content for multiple graduate school programs
- Daily management of Facebook, Twitter, LinkedIn and Instagram accounts.
- Created over 50 Instagram posts and captions for USC and Simmons College.
- Performed research and compiled findings/data into reports.
- Successfully met deadlines in an environment of constant change.

Joseph and Rebecca Meyerhoff Center for Jewish Studies

Events and Communication Assistant

January 2016 - May 2016

- Provided support as it relates to publicity and communication.
- Maintained and updated the department website and Facebook account.
- Created department flyers for events and distributed them on-campus.
- Utilized on and off campus online outlets; to ensure product of brochures, advertising pieces, and other marketing materials.
- Supported professors in executing department communication via mail, email and assigned duties.
- Ensured office environment is clean and supplies are organized.

University of Maryland-School of Public Policy

Administrative Assistant

August 2014 – December 2015

- Scheduled and confirmed appointments with Dean and other university officials.
- Set-up and Break down of department events.
- Organized and distributed mail.
- Processed supply orders and business card inventory.
- Answered calls using multi-line phones.

Lockheed Martin Federal Credit Union

Members Service Representative Intern

June 2015 - August 2015

- Provided account services through deposits, withdrawals, loan payments
- Cross-sold and a promoted bank product by answering inquiries.
- Maintained and improved customer confidence through confidentiality.
- Balanced cash drawer through cash transactions.

Skills & Experience

Programs: Marketo, Salesforce, Jira, Dropbox, Ultipro, Canva, Hootsuite, Microsoft office, Gmail, STATA

Skills: Oral and written communication, Social media, Analytical research, Public speaking

Extra-Curricular Activities

Delta Phi Epsilon Sorority
(January 2013- Present)

- *Philanthropy Committee (Spring 2014)*
- *Secretary (Fall 2014 -Spring 2015)*
- *Homecoming Chair (Fall 2015)*
- *Social Media Manager (Fall 2015-Spring 2016)*
- *Senior Programming Chair (Spring 2016)*
- *Internal Social Chair (Fall 2015 – Present)*
- *External Social chair (Fall 2016-Present)*

Student Helping Honduras
(September 2013- Present)

Terp American Marketing Association (September 2015-Present)

