

Beyonca Ademulegun

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EDUCATION

The University of Massachusetts, Amherst

Candidate, May 2026

Bachelor of Arts in Communication

Bachelor's Degree with Individual Concentration: Integrated Digital Marketing & Communications

The University of Westminster

Spring 2025

Study Abroad Program - London, UK

PROFESSIONAL EXPERIENCE

Corporate Buying Intern, Macy's, New York, NY

May 2025 - August 2025

- Analyzed product performance data to recommend advertising strategies and featured product selections that optimized inventory and boosted profitability across the cosmetics division for companies including IT Cosmetics, BareMinerals, Tarte Cosmetics, and others.
- Supported promotional planning and trend forecasting for key beauty and fashion assortments across 450+ stores and the eCommerce site.
- Edited product images and copy for Macy's online platform; created purchase orders and tracked in-season receipts and promotions.

Manual Processing Specialist, Miim, Cambridge, MA

July 2024 - January 2025

- Collaborated with retail clients to implement AI-based solutions that tracked customer behavior, engagement, and product interest.
- Processed and analyzed confidential image data using advanced AI tools; supported team QA and delivery timelines.
- Partnered with engineers and product teams to group insights and identify workflow efficiencies.

Office Assistant, School of Public Health and Health Sciences, Amherst, MA

September 2024 - December 2024

- Designed promotional flyers and social media content using Canva and Adobe Creative Suite.
- Supported student-facing events and outreach strategy; maintained student success data in spreadsheets and dashboards.

Communications and Event Planning Intern, Shell, Boston, MA

May 2024 - August 2024

- Designed weekly internal newsletters, flyers, and promotional materials for Shell's Boston office.
- Coordinated cross-functional events and campaigns for executives and stakeholders.
- Ensured messaging alignment and execution according to corporate branding timelines.

Student Office Assistant, SBS Pathways Center, Amherst, MA

September 2022 - May 2024

- Directed students to resources and services; managed appointment systems, schedules, and front desk communications.
- Assisted with the planning, promotion, and execution of student-facing events and survey initiatives.

Communications Intern, UMass System President's Office, Boston, MA

June 2023 - August 2023

- Created content, including press releases, social media copy, and newsletters; tracked KPIs using Meltwater.
- Rebuilt and edited content on the Massachusetts.edu website using Drupal.
- Compiled and cleaned large datasets in Excel related to student/faculty engagement.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

African Student Association, University of Massachusetts Amherst, MA

September 2022 - Present

- Led event promotion and engagement initiatives to build community and represent African and African-American students on campus.

UMass Fashion Organization, University of Massachusetts Amherst, MA

September 2022 - Present

- Coordinated production for the annual fashion show: developed themes, managed styling, and oversaw event logistics.
- Contributed to fashion zines and seasonal lookbooks with editorial content and visual design.
- Collaborated across teams, including designers, PR, and photographers, to execute brand-aligned promotional campaigns.

SKILLS

Technology: Salesforce, Excel, PowerPoint, R, HTML, Canva, Meltwater, Brandwatch, Drupal, Adobe Photoshop, Illustrator, After Effects, Qualtrics, Google Analytics, WordPress, Microsoft Office, Google Suite, Slack, Zoom

Relevant Skills: Promotion Setup, Campaign Execution, Data Analytics, Web Merchandising, Graphic Design, Strategic Communication, Event Coordination, Social Media Strategy, CMS & Web Management, Cross-Functional Collaboration, Email Marketing, Project Management, Trend Forecasting