

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

JOB EXPERIENCE

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

September 2024 - Present

- Coordinate social and outreach events aimed at fostering student engagement and community-building
- Design visually appealing promotional materials, including posters and social media content, using tools like Canva and other graphic design software
- Collaborate closely with the lead career advisor and assistant dean to organize and analyze student data related to career outcomes and job opportunities and provide guidance to students during course registration periods.

Box Office Assistant, Mullins Center, Amherst, MA

September 2022 - Present

- Manage and supervise the daily operations, including event sales, managing finances, bookkeeping
- Maneuvering traffic during events and managing sales and parking passes

Manual Processing Specialist, Miim, Cambridge, MA

July 2024 - January 2025

- Work with retail companies to incorporate AI into comprehensible data metrics regarding customer traffic, store engagement, and product purchases
- Sort and analyze confidential customer images and data from stores across the country using high-tech AI software
- Collaborate with software engineers and other members of the product management team to group customer data and record overall processing time

Communications and Event Planning Intern, Shell, Boston, MA

May 2024 - August 2024

- Designed flyers and weekly newsletters highlighting company events, staff features, and critical updates for Shell's Boston location, as well as managed multiple outreach projects
- Collaborated with the External Relations Manager to plan and execute events and campaigns for shareholders and executives
- Crafted copy for posts and managed the recording of interviews and videos for Shell Techwork's social media platforms, as well as Shell's internal media channels

Student Office Assistant, SBS Pathways Center, Amherst, MA

September 2022 - May 2024

- Direct students to academic, financial, and peer-support resources within the SBS Pathways Center
- Skilfully manage a wide range of office tasks, including office-wide schedules, appointments, and phone calls
- Serve as the first point of contact and greet visitors to the Pathways Center

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

June 2023 - August 2023

- Collaborated closely with the Director of Marketing & Communications in creating diverse content types, such as social media copy, press releases, and email newsletters
- Undertook various multifaceted assignments, including curating intricate graphic designs through Adobe Photoshop to showcase in the new UMass President's Office
- Demonstrated proficiency in organizing extensive student and faculty data within Excel, as well as edited and reconstructed the Massachusetts.edu website using Drupal

Public Relations & Digital Marketing Associate, School Simplified, Dover, DE

December 2020 - April 2021

- Utilized data-driven analyses to create engaging Twitter threads and Instagram posts to increase online presence
- Spearheaded outreach initiatives to organize student-run events, fundraising, and promotional tasks
- Purposed Canva to develop detailed and eye-catching infographics and posts

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Public Relations Club, University of Massachusetts Amherst, MA

November 2022 - Present

- Help execute events such as fundraisers, coffee chats, and socials to gain hands-on PR experience
- Work with the PR director to maintain a blog

African Student Association, University of Massachusetts Amherst, MA

September 2022 - Present

- Serve, represent, and advocate on behalf of African/African-American students and address issues that affect communities of color
- Support African student presence on campus and build community through events that create social and professional networks

Black Mass Communication Project, University of Massachusetts Amherst, MA

September 2022 - Present

- Host events, workshops, and socials to educate students about Black music and culture

SKILLS

Technology: R, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Canva, Drupal, Excel, Google Analytics, Google Suite, Microsoft Office, Social Media Management, Slack, WordPress, Zoom

Relevant Skills: Data Analytics, External Outreach, Event Planning, Graphic Design, Project Management, Public Speaking, Strategic Communication, Social Media Marketing