

Experience

Purfek Storm Group

November 2014 to Current

Intern/Assistant to General Manager
New York City, NY

- Increased sales by launching the Purfek Academy marketing campaign.
- Increased brand awareness by augmenting relevant blogs, conferences, and events both on-line and off-line.
- Assessed ratings and other factors of competitors to help develop effective marketing strategies.
- Planned and negotiated media buys, including TV, radio, print and digital.
- Created an official company page on Facebook to facilitate interaction with customers.
- Implemented and evolved high-impact strategies to target new business opportunities and new markets.
- Managed all social media programs, including Internet forums, blogs, social networking applications and message boards.
- Coordinated monthly and quarterly marketing and community events, such as Purfek Academy Open House.

Recreational Coordinator/ Tutor

August 2013 to December 2013

- Developed interesting course plans to meet academic, intellectual and social needs of students.
- Routinely met with students' parents regarding in-class issues and learning interruptions to discuss solutions.
- Developed and implemented interesting and interactive learning mediums to increase student understanding of course materials.
- Created and enforced child-based hands-on curriculum to promote student interest and receptive learning.
- Employed activities and techniques to encourage student learning and build community within the classroom.

Education

Hampton University

May 2014

BS, Business Management

- Member of Forensics Debate Team
- Coursework in Marketing and Advertising
- Coursework in Finance and Accounting
- Coursework in Public Relations

Volunteer/Interests

- VISIONS Service Adventures - Servicing neighborhoods, farms, and local parks on the Blackfeet Native American tribe reservation in Heart butte, Montana.
- SummerSearch Alumni - A leadership organization and a national youth development non-profit that offers scholarship opportunities for growth.
- Outward Bound - Restoration of backpacking and hiking trails in Mazama, Washington near North Cascade Mountains.

Skills

Computer Proficient, MS Office Suite, Customer Relationship Management, Search Engine Marketing, Leadership, Communication Skills, Customer Service, Creative and Critical Thinking