
ELIZABETH A. OGBONNA

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EDUCATION

The Ohio State University, Trilogy Education Services

College of Engineering, Department of Computer Science and Engineering
Certificate: Full Stack Web Development

Coding Boot Camp
January 2021 – present

The Ohio State University

Bachelor of Arts School of Communication
Major: Strategic Communication Minor: Fashion & Retail Studies

Columbus, Ohio
August 2015 – December 15, 2019

The Ohio State University

Associate of Arts College of Arts and Sciences

Newark, Ohio
August 2015 – December 17, 2017

SOFTWARE SKILLS AND ADDITIONAL QUALIFICATIONS

- Working knowledge of HTML; CSS; JavaScript; jQuery; and Node.js, web best practices, data entry, site mapping and Google AdWords [Certifications: [Computer Programming](#); [Coding for the Web](#); [Digital Marketing](#); [Google Analytics](#)]
- Microsoft Office Suite experience (Word, PowerPoint and Excel and Outlook), Microsoft Teams, Zoom, Slack and Google Suite
- Familiar with image manipulation software Adobe Photoshop and Illustrator, along with Canva and Mailchimp for social media
- Content editing with AP Style, content governance tool Monsido and content management systems (Drupal and WordPress)
- Writing samples include memos, blog posts, news/feature stories, press releases/media kits, consumer profiles and case studies
- Fluent in English, proficient in reading, writing, listening and speaking of the French language
- Great attention to detail, quick learner, determined, multitasker

CURRENT/RELEVANT EXPERIENCE

Kate Spade New York, Tanger Outlets

Sales Associate

Sunbury, Ohio
November 20, 2020 – Present

- Assisting customers in making purchasing decisions and answering questions about merchandise, completing transactions
- Obtaining CRM information for direct marketing, customer service
- Unloading and organizing new merchandise to be placed on sales floor, updating prices of discounted merchandise
- Upkeeping store's physical appearance by tidying and sanitizing product displays, mirrors, windows and floors
- Keeping track of store's capacity throughout the day, in accordance with COVID-19 related restrictions
- Assuring that all customers wear face masks properly while shopping in store, according to store policy

University Marketing, The Ohio State University

Web Content Management Student Assistant, Marketing Technology team

Columbus, Ohio
July 22, 2019 – April 30, 2020

- Front-end web development and management of Ohio State's published websites, created other digital marketing projects
- Created, edited and migrated content from conference and MODX Manager- to Drupal-based sites (Examples include: [Student Legal Services](#), the [Office of the President's site](#) and [University Awards](#); content I've edited and formatted for the web: [1](#), [2](#), [3](#), [4](#), [5](#))
- Ensured that web content was correctly structured and formatted for the web using AP Style + Ohio State branding elements
- Maintained web best practices, including Quality Assurance, web accessibility, SEO and Policy, to promote better user experience
- Experience copywriting internal organizational documentation to correspond with new website developments, periodically
- Brief experience in interviewing and hiring other student interns and occasionally performed administrative office responsibilities

1870 Magazine, 614 Media Group

Contributing Fashion Writer [10,000 copies/month circulation]

Columbus, Ohio
May 15, 2019 – March 17, 2020

- Regularly interviewed, researched for and wrote fashion and other Arts & Life articles to be featured online and in monthly issues
- Styled and gave creative direction for fashion photo shoots, for corresponding articles
- Curated timely, themed music playlists to be posted online and included in some emails and issues
- Pitched stories to be written by self or others on a regular basis, periodically editing

The Lantern Media Group, The Ohio State University

Freelance Arts & Life Journalist [56,000 newspapers/month, ~3 million webpage views/year]
<https://www.thelantern.com/author/lizzy-ogbonna/>

Columbus, Ohio
January 7, 2019 – May 1, 2019

- Regularly wrote music-related Arts & Life articles to be featured in The Lantern
- Pitched stories to be written by self or others on a weekly basis