

Oluwafunmilayo "Funmi" A. Ogungbade

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To Whom it May Concern,

My name is Funmi Ogungbade and I am an ambitious professional with communication proficiency and extensive Marketing Analytics studies. My academic background at the University of Virginia and the University of Maryland at College Park, coupled with my professional experiences, dedication, and drive towards various tasks make me an ideal candidate to fill this position at your company.

I thrive in high pressure and fast-paced situations, striving for positive results by applying my marketing strategy, customer analysis, marketing and digital analytics skills learned in my graduate studies with my psychology background of studying people and their behavior learned in my job experiences and studies. I am able to calmly assess tactical situations and determine the wisest course of action. I plan to utilize these skills in combination with my experience with R, SAS, and SQL programming languages, machine learning algorithms such as k-NN and Naive Bayes, and Data Visualization software like Tableau to make the best decisions while taking in all of the necessary factors that come with making marketing and business decisions. Further, I possess the ability to produce results by applying my brand development and marketing campaign skills through my own business venture to maximize brand familiarity and consumer engagement. I am able to visualize success and identify unconventional yet highly effective strategies for achieving it.

I have skillfully balanced organizational objectives and productive relationships through my involvements and leadership positions throughout my academic career, which have been described in detail on my personal website. These involvements have allowed me to strategize and recommend ways to achieve and maintain engagement with various audiences. My innovative ideas and management talents have supported and driven my professional growth.

My talent for research and innovation combined with my passion for teamwork and growth make me an excellent candidate for this position at Accenture. I hope to meet with you soon and look forward to hearing from you. Please feel free to look at my resume and explore my website (www.funmiogungbade.com) for more details about my experiences and certifications. Thank you very much for your consideration.

Sincerely,

Oluwafunmilayo "Funmi" Ogungbade