

Oluwafunmilayo "Funmi" A. Ogungbade

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EDUCATION

- University of Maryland, Robert H. Smith School of Business** **College Park, MD, USA**
Master of Science, Major: Marketing Analytics, GPA: 3.84 **May 2021**
 - Recipient, Terrapin Fellow Scholarship for outstanding academic and professional performance
- University of Virginia, College and Graduate School of Arts and Sciences** **Charlottesville, VA, USA**
Bachelor of Arts, Major: Psychology, GPA: 3.1 **May 2020**
 - Minor in Social Entrepreneurship
 - Short-term Faculty-led Study Abroad Program in Berlin and Weimar Germany in Winter 2019
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WORK EXPERIENCE

- The Voice of Christ International Church** **North Chesterfield, VA, USA**
Director of Creative Development **December 2017 – Present**
 - Increased Facebook audience interaction by 1,100% since July 2018
 - Led creative project kickoffs and developed curriculum for Kids Ministry and Vacation Bible School
 - Boosted YouTube engagement by 239% with curated content for congregation using Final Cut Pro X software since March of 2020
- The Related Companies** **New York, NY, USA**
Internal Communications & Employee Engagement Intern **June 2019 - August 2019**
 - Collaborated with employee and management across departments to build and implement effective, modern, and relevant content for company intranet and correspondence
 - Prepared and edited training materials, authored a Corporate Social Responsibility Report, integrated multimedia visual aids, and other onboarding materials
 - Examined effectiveness of company's onboarding process and offered feedback and solutions
- Actuarial Benefits and Design Company** **Midlothian, VA, USA**
Seasonal Finance & Compliance Analyst Intern **June 2015 - August 2018**
 - Compiled trust account and employee pension information for client & firms
 - Prepared financial information for clients
 - Developed solutions to improve daily operation procedures for clients and internal company affairs
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PROJECT EXPERIENCE

- Student Researcher, "Examining Microaggressions Amongst College-Age Students"** **May 2020**
 - Collaborated on a three-person team and inspected effects of microaggressions and presented research at the 2020 Virginia Social Sciences Conference and the UVA Undergraduate Research Symposium
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TECHNICAL SKILLS

- Project Management and Content Development
 - Advanced Google Analytics Certified
 - Search Engine Marketing/Optimization
 - Data Analytics Testing (A/B Testing, etc.)
 - Data Visualization (Tableau, R, etc.)
 - Programming languages (Python, R, SAS, XL)
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LEADERSHIP EXPERIENCE

- UVA Office of African-American Affairs Peer Advisor Program** **April 2018 - May 2020**
 - Peer Advisor (2018-2020); Chair for Academic Support (2019-2020)
 - Awarded the "Outstanding Mentor" Award in February 2020 | Awarded by the NAACP Undergraduate Chapter of UVA and the Black Student Alliance at UVA
- Organization of African Students at UVA** **August 2016 – August 2019**
 - Event Coordinator (2018-19); Africa Day Director of Logistics (2019) Africa Day Director of Clothing (2017-2018); Project Manager (2017-18)
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