

Jamaya Allen

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EDUCATION:

December 2018 **Towson University** **Towson, Maryland**
B.S. Business Administration/Marketing and Mass Communication/Journalism minor

- Organizations: American Statistical Association, Hear Me Code DC, WeArt
- Leadership: Student Leadership Council, Student Consultant Program, MentHER

EXPERIENCE:

June 2017 to August 2018 **Towson University College of Business and Economics** **Towson, Maryland**
Student Academic and Career Services: Student Consultant and Marketing Intern

- Exercised and enhanced skills in academic and career consulting, business writing, networking, event planning, presentations, teamwork and project management
- Researched current trends and used consumer insights to design new services and improve user experiences
- Conducted surveys of 3,430 students for insight on implementing a new communications strategy which ultimately increased student engagement, awareness, and general attitudes toward the college
- Wrote and managed content for CBConnect, a daily student blog and e-newsletter
- Combined patience, determination, and persistence to troubleshoot client issues

January 2018 to April 2018 **imre** **Baltimore, Maryland**
Research Intern

- Conducted marketing research analysis for decision-making in primary and secondary research projects while maintaining comprehensive notes
- Developed graphs, charts, and pivot tables in Excel to convey key analysis in PowerPoint slide decks and infographics
- Used quantitative and qualitative methodologies to provide strategic and actionable insights that drive client campaigns and programs
- Pre-tested and designed questionnaires to ensure responses are the ones needed
- Monitored market trends and summarized findings across internal teams

PROJECTS:

March 2018 to present **Analytics and Data Visualization Technology** **Montclair, New Jersey**
Study consumer and sport data analytics utilizing Git, Python, R, SQL, and Tableau

February to April 2018 **Target Corporation Strategic Marketing Case Competition** **Towson University**
Explored the role of gender toys in merchandising and developed an inclusive strategy that delivered on its brand promise of "Expect More. Pay Less." (Finalist)

October 2017 to March 2018 **Brand Audit** **Towson University**
Approximated the current performance and future hurdles of consumer goods brands to examine the economics and marketing of consumer goods/services

September to December 2017 **Online Grocery Shopping: Potential Boom or Bust?** **Towson University**
Conducted exploratory research to examine whether online grocery shopping is a trend that Towson University students will adopt in the near or distant future

September 2017 to October 2017 **Simply Analytics Business Case Competition** **Towson, Maryland**
Identified areas with a high number of potential customers for One Potato, using SimplyAnalytics, a web-based analytics and data visualization app

SKILLS:

Adobe Creative Cloud • Brand Design • Brand Strategy • Concept Testing • Consumer Journey • Consulting • Data Analysis • Data Visualization • SPSS • Microsoft Office • Multi-Tasking • Organization • Problem Solving • Project Management • Public Speaking • Qualtrics • Quantitative Research • Qualitative Research • Surveys • Time Management