
AKINOLA OLANIYI

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EDUCATION

Bachelor of Science: Economics, Expected in 05/2026

DePaul University - Chicago, IL

- Vincentian Award Scholarship Recipient
- National Association of Black Accountants Member
- Entrepreneurship Club
- Chess club Member

PROFESSIONAL SUMMARY

My name is Akinola Olaniyi. I am a highly motivated and detail-oriented Economics student with a proven ability to gather and analyze data, conduct comprehensive research, and collaborate effectively in team settings. I am currently seeking an internship opportunity where I can further develop and apply my skills in economic analysis and marketing research, contributing to impactful projects while gaining practical experience in a dynamic professional environment.

SKILLS

- **Market Analysis:** Advanced proficiency in interpreting market trends and consumer data to optimize marketing strategies.
- **Financial Forecasting:** Skilled in economic modeling and financial analysis to inform strategic financial planning.
- **Strategic Planning:** Demonstrated experience in formulating strategies that align with corporate goals and exploit market opportunities.
- **Digital Marketing:** Proficient in leveraging digital tools for effective marketing campaigns and increasing online presence.
- **Data Analysis:** Expert in utilizing statistical tools and software (e.g., Excel, SPSS) for comprehensive data analysis and insights.
- **Project Management:** Adept at leading projects from concept through execution, ensuring alignment with financial and time constraints.
- **Communication:** Exceptional communicator with a track record of establishing strong relationships with stakeholders, including clients and team members.
- **Technical Proficiency:** Well-versed in CRM software, Google Analytics, and introductory programming, enhancing operational efficiency.

Marketing and Operations Intern, 06/2023 - 09/2023

Safety & Protection Management Solutions Limited – Lagos Nigeria

- Enhanced brand visibility by developing and implementing targeted marketing campaigns.
- Successfully marketed 3M safety and protection products to corporate and government clients, significantly enhancing client engagement and satisfaction.
- Managed inventory in the warehouse to ensure accuracy in stock levels, optimizing the supply chain process.
- Processed and managed invoices, improving billing efficiency and accuracy.
- Contributed to team efforts in strategizing marketing campaigns that increased product visibility and sales.

Operations Intern, 05/2022 - 07/2022

Cosmos Trade Nigeria Limited – Lagos Nigeria

- Maintained database systems to track and analyze operational data
- Cultivated positive relationships with vendors to deliver timely and cost-effective supply of services and materials
- Frequently inspected production area to verify proper equipment operation
- Sorted and organized files, spreadsheets, and reports
- Developed and updated tracking spreadsheets for process monitoring and reporting.