

Naomi Madu

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Work Experience

Women Leaders in Sports Marketing Intern

March 2023 - July 2023 | Kansas City, MO

- Created content for Women Leaders National Convention event promotion and production
- Assisted with monitoring and producing creative, concise, and compelling content for Women Leaders social media platforms (Twitter, Facebook, Instagram, LinkedIn, Vimeo, TikTok) according to the association's social media strategy
- Managed weekly and monthly email newsletter production
- Created decks and marketing materials for internal and external use
- Provided additional IT support and assistance with commonly used software applications

The Mars Agency Client Leadership Intern

May 2022 - August 2022 | Southfield, MI

- Kicked off and lead projects for the Henkel Laundry Care Brand and national U.S. retailers
- Project managed using Asana to sign in tasks and track progress with other departments
- Lead intern team in developing a campaign for the Mars Inc. brand Ben's Original
- Researched marketplace and competition to develop communication priorities for the Henkel Laundry Care Brand

The Brandman Agency Public Relations Intern

February 2022 - May 2022 | New York City, NY

- Monitored news coverage for clients and clipping press articles
- Created and update media lists using Meltwater and Klear
- Researched and compiled weekly travel trends and news updates
- Created PR and social media influencer recaps
- Developed and pitched a creative activation and strategic campaign for the tourism board of the Great Western Catskills

University of Kansas, Kansas African Studies Center Outreach Student Assistant

March 2021 - May 2023 | Lawrence, KS

- Generated content for Twitter, Facebook and Instagram to inform audiences about African news stories and promote the center's events and programs
- Used Drupal to migrate website to new KU CMS platform
- Assisted with Immigration Stories exhibit by finding suitable candidates to interview
- Copywriter for media content including posters, social media posts and website information
- Designed layout for social media posts and event flyers using Adobe Spark and InDesign

University of Kansas, Undergraduate Advising Center

March 2020 - December 2022 | Lawrence, KS

- Responded to student and guest inquiries via email and chat platforms, providing IT support and guidance.
- Managed appointment schedules for Advisors using Jayhawk GPS
- Assisted incoming students with IT setup and troubleshooting during orientation and enrollment
- Collaborate with PA team to triage during orientation and enrollment to organize the influx of student appointments and queries

Naomi Madu

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Education

Trinity College Dublin - Dublin, Ireland
School of Computer Science and Statistics

Master of Science: Interactive Digital Media

- *Relevant Coursework: Graphic Design, 3D Modelling, Audiovisual & Sensor Technologies*

University of Kansas - Lawrence, KS, USA

William Allen White School of Journalism and Mass Communications

Bachelor of Science: Strategic Communications (Honors)

Minor: German Studies

GPA: 3.8

Skills

- **Microsoft Office**

Microsoft Word, Microsoft Excel, Power Point

- **Adobe Creative Suite**

InDesign, Photoshop, Adobe Premiere Pro, Lightroom, Audition, Illustrator

- **Web Development**

Wordpress, Drupal, Bootstrap, HTML5, CSS, Javascript, SEO, SQL

- **Project Management**

Asana, Monday.com, Trello

- **Analytics & Media Monitoring**

Twitter, Instagram, Tik Tok and Facebook Analytics, Meltwater, Klear

- **Digital Design & 3D Modeling**

Figma, Canva, Procreate, Blender, 3DS Max