

# Naomi I. Briggs

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480 E Broadway, Eugene, OR, 97401

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Aspiring Content Marketing Strategist with a major in Data Science and Marketing, skilled in developing advertising strategies and enhancing online presence, all while using data to support claims. Eager to leverage analytical skills and innovative problem-solving to develop marketing campaigns.

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## Education

University of Oregon, School of Computer and Data Sciences

Bachelors of Data Science, concentration in Marketing- Ongoing

Junior Standing, Expected Graduation 6/2026

St John's Northwestern

High School Diploma 2022

## Relevant Coursework

- Business Administration

- Marketing

- Advertising & PR

- Data Science/Computer Science

## Experience

### Community and Content Outreach Assistant

Glory Homes RTC

Assisted with advertising strategies to raise awareness and build community support. Designed and launched a professional website to promote the group home.

**6/2024 - 12/2024**

### Head Instructional Prefect

St. John's Northwestern

Coordinated and promoted tutoring program, ensuring students received academic support based on their needs. Managed student recognition by determining Dean's List eligibility and effectively communicating achievements.

**9/2021 - 6/2022**

### Lead Instructional Aide

Kumon

Tutored students in multiple subjects while promoting the center's programs to parents. Graded assignments, provided constructive feedback, and communicated effectively with families.

**1/2022 - 9/2022**

## Community Involvement

- Women in Business Club
- Black Women Affiliation Club
- Women in Computer Science Club
- Data Science Club

## Technical Skills

- Advanced skills in Microsoft Office Applications
- Proficient in Python
- Strong skills in Excel
- Marketing Research (Data Analysis)

