

NKECHI IREGBULEM

📍 Los Angeles
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EDUCATION

B.S Marketing | University of the Pacific

2016 – 2020

Relevant Coursework: Marketing Management, International Marketing, Data Science, Data Structures, Macroeconomics, Financial Management

Clubs & Organizations: Black Student Union (Member), Pacific Women's Soccer Club (Marketing Coordinator & Treasurer)

Projects: StocktonFresh (Marketing Plan), Aha! (Product Marketing)



EXPERIENCE

Marketing Intern | DMF Lighting

MAY 2019 – AUGUST 2019

- Compiled information on vendors for various projects
- Keyword extraction and analysis to improve product descriptions
- Leveraged python and Twitter API to optimize twitter page
- Assisted with the development of our trade show presence by planning successful events to advance recognition of the DMF Lighting brand
- Monitored and maintained marketing assests. Responsible for supporting documentation for marketing director
- Developed a price tracker script that extracts pricing information to ensure IMAP compliance

Product Marketing Intern | Gender Well

JANUARY 2019 – MAY 2019

- Collaborated with a team of marketing students and graphic designers to cultivate the Adolescent Health Awareness Project (Aha!)
- Created and distributed educational material about adolescent health problems to be used by children and adults in the developing world
- Conducted Situational, SWOT, and Competitor Analysis
- Market research consisted of studying market conditions, investigating new markets and potential areas of interest
- Pitched and presented product to client with a clear implantation timeline, budget, market analysis, and deliverables



SKILLS

- Microsoft Office
- Google Suite
- Social Media Optimization
- Vendor Management
- Python
- C++
- Marketing Research & Analysis
- Asset Management



ACTIVITIES

- Finance – Knowledge of fintech. Investment portfolio consists of stocks & cryptocurrencies
- Programming – Working knowledge of Python and C++. Create useful marketing tools.
- Marketing – Participate in various marketing projects/internships. StocktonFresh & Aha!