

Yabsera Benyam

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EDUCATION

University of Southern California

Bachelor of Arts in Communication, Minor in Data Science, GPA: 3.98

Los Angeles, CA

Expected May 2025

Awards/Honors: Phi Kappa Phi Certificate of Achievement, USC Best Cyberphysical Data Science Project 2024

Relevant Coursework: Data Analytics, Social Media Communication, Web Development, Digital Media Theory

TECHNICAL SKILLS

Software and Programming languages: Canva, Wix, Microsoft Excel, Adobe Creative Cloud, Tableau, Python, SQL, CSS, HTML

Skills: Social Media Communication, Digital Design, Market Research, Product Marketing

WORK EXPERIENCE

Salesforce

Los Angeles, CA

Corporate Marketing Analyst Intern

May 2024-August 2024

- Spearheaded the transition to Tableau for the team by building 15 data-driven dashboards and providing training through regular office hours, enhancing data analytics capabilities for the marketing department
- Published a technical blog for Salesforce Admins, simplifying concepts and achieving 9,000+ views
- Created Instagram and LinkedIn content, driving 2,000+ engagement metrics across five posts

The USC Intelligence Community Center for Academic Excellence

Los Angeles, CA

Student Researcher

June 2023-August 2023

- Conducted research on state-of-the-art quantum technology, with a focus on the intersection of data and ethics, to aid in Space Force's decision-making processes
- Created graphics and visual presentations to effectively communicate complex technical data and strategic insights, enhancing stakeholder understanding
- Compiled and analyzed data with SQL on the quantum applications of computing, communications, and sensing across academia and private sectors, contributing 40% to a debriefing report for supportive adoption strategies

Lucy Cosmetics

Addis Ababa, Ethiopia

Marketing Analyst Intern

May 2022-August 2022

- Developed a market research report on hand sanitizers, employing statistical analysis tools to identify opportunities with the COVID-19 outbreak that would create a market gap and increase consumer demand
- Facilitated 10 focus groups and 25 user interviews, gathering insights to optimize marketing strategies targeting students and professionals within the education sector
- Led a team of four in researching market trends, competitive analysis, and social influences, culminating in a presentation to stakeholders that guided marketing campaigns, contributing to an 80% increase in production output

Country Trading PLC

Addis Ababa, Ethiopia

Marketing Intern

January 2021-March 2021

- Designed new digital postcards and business cards using Canva, leading to an increase of 20 potential new clients
- Collaborated with the sales team to develop social media campaigns such as a series of client testimonials and infographics for the website and Instagram page, boosting followers by 13%
- Recommended marketing strategies based on data collected and assessed the effectiveness of content posted to the marketing team based on the firm's Facebook and Instagram metrics and key performance indicators

PROJECTS

Annenberg Inclusion Initiative (Research Assistant)

January 2024-Present

- Working with spreadsheets to record results on diversity and inclusion on screen on short-form YouTube content
- Training and learning a guideline codebook to evaluate 8 hours worth of content for content analysis research
- Findings are presented to the YouTube Board of Directors to assess the state of diversity among content creators

USC DataFirst AI SmartWatch Project (Data Analyst)

September 2023-December 2023

- Conducted research on health-related data from smart wearable devices, streamlining publication processes by 25%, and pitched presentations to Keck Hospital stakeholders leading to USC's Best Cyberphysical Data Science award
- Crafted an ethical recommendation report, weaving individual stories with graphics to influence hospital policies, impacting the work environment for over 500 night-shift nurses

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Delta Omicron Zeta Leadership Society

Los Angeles, CA

Vice President of Communications

August 2022-Present

- Created and managed the organization's website, bolstering student accessibility by 60%
- Led recruitment events and social media marketing campaigns, contributing to a 150% increase in applications