

# 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