

Yasmine Toure

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EDUCATION

The George Washington University Washington, DC

Bachelor of Science, International Business

GPA: 3.70/4.0

December 2022

Relevant Coursework: Global Financial Environment, Marketing Management, International Financial and Monetary Issues

Club/Activities: Women in Finance Alliance, Women in Business, Finance and Investment Club, Black Student Union

Montgomery College

Germantown, MD

Associates Degree, Business

GPA: 4.0/4.0

December 2020

Honors/Awards: The Don Christesen Memorial Essay Winner, Phi Theta Kappa, The Scholars Circle, The Wade H. Pugh Statistics

Relevant Coursework: Financial and Managerial Accounting, Micro/Macro Economics, Statistics, Applied Calculus

EXPERIENCE

Simply Nutrition

Rockville, MD

Marketing and Business Development Intern

June 2021– August 2021

- Analyzed target market by creating and curating content for several social media platforms, resulting in SEO optimization and 10% increased engagement
- Assisted with the development and coordination of the business strategy planning by managing international e-commerce platforms and brands portfolio, leading to a 20% increase of international products catalogue
- Intensified customer experience by enhancing local catalog listings on e-commerce platforms, increasing sales velocity by 29%

The George Washington University, Institute of Korean Studies

Washington, DC

Project Assistant

February 2021 – May 2021

- Assisted with financial activities in relationship management and guests' follow-up in order to fill out honorarium expense reports, resulting in timely payment processes
- Handled guest speakers' inquiries and coordinated with the Gwiks team to deliver an integrated service to guest speakers, contributing to overall excellent customer service

T's 4 Hope

Fort Lauderdale, FL

Marketing & Communications Intern

May 2020 – July 2020

- Promoted different social media tactics by writing articles about homelessness in order to reach targeted content, resulting in a 5% audience increase on social media, especially on the Facebook platform
- Managed 10 visitors' posts and questions weekly on each social media platform to increase trust between organization and visitors

LEADERSHIP & PROFESSIONAL DEVELOPMENT

SEO Career

New York, NY

SEO EDGE Participant

May 2021 – Present

- Receive coaching and online instruction to achieve targeted interview, technical, and professional developmental goals
- Learn business fundamentals to compete successfully for internship opportunities
- Complete industry-specific training and assessments focused on developing technical skills, institutional knowledge, and attention to detail

The Germantown Historical Society

Germantown, MD

Volunteer

October 2019 – November 2019

- Led one event planning by packing and dispatching 50 newspapers to different subscribers and organizing equipment, ending in a crowd increase in event
- Guided organization parade by demonstrating organization's banner to crowd and directed other volunteers into convenient path, resulting in a 10% increase of donations

OTHER SKILLS & INTERESTS

Computer: Microsoft Applications (Excel, Word, PowerPoint & Outlook), Box, iBuy, Canva

Language: French native, Beginner in Spanish (DELE diploma B1 level)