

+ employment

Digital Native (marketing writing and consulting)

Consultant

Chicago, IL

Sep 2015 to Current

- **Acceleration Partners** (award-winning digital marketing agency; representative clients include Target, Adidas & Warby Parker): Conducts keyword research and writes SEO content for Digital Strategy division; managed social media and created content for in-house marketing; assisted with project management for Paid Marketing client.
- **BrandCycle** (content monetization startup; sister company to Acceleration Partners): Built email marketing system from ground-up; identified over 8,000 niche publishers for outreach; developed content strategy; created SEO-friendly website content.
- **Grovo** (enterprise learning platform startup; raised \$40M Series C round in 2016): Generates all content deliverables for a digital literacy initiative on behalf of their Fortune 500 banking client.

Bolstr (seed-stage SMB online lending startup)

Marketing Manager

Chicago, IL

Oct 2014 to Jul 2015

- Orchestrated acquisition marketing responsible for generating all top-of-the-funnel leads, resulting in over 500% YoY growth in investment volume.
- Overhauled sales prospecting through targeted lead sourcing / enrichment, generating more than 6X prior total lifetime prospects in CRM.
- Engineered email architecture and implemented high-impact messaging for sales funnel outreach, activation and re-engagement workflows.
- Spearheaded product marketing collateral and campaigns for business and investor user awareness, on-boarding and engagement.

AbesMarket.com (niche e-commerce site for natural products)

Marketing and Merchandising Coordinator

Chicago, IL

May 2013 to Sep 2014

- Produced email marketing campaigns, from copy and creative direction to on-site merchandising and customer segmentation, lifting email acquisition by over 200% YoY and revenue by over 150%.
- Scaled affiliate channel with partner agency to an award-winning program with 4400% growth in under a year through interactive content, individual outreach and actionable data.
- Forged customized multi-channel campaigns with numerous influencer and corporate partners for customer acquisition and brand awareness.

Kapor Capital / Southern Rural Black Women's Initiative (SRBWI)

Marketing Intern; Digital Strategist

Oakland, CA

Feb 2012 to Jun 2013

- Originated go-to-market online strategy as Kapor Capital intern on behalf of Southern Journeys, an artisan-driven enterprise within SRBWI.
- Launched and maintained website and online store, steering content and editorial direction for brand revamp as direct consultant for SRBWI.
- Initiated numerous strategic partnerships with online B2B and B2C retail partners and influencers.
- Mobilized over 20 SJ artisans with hands-on training and small business tech support to bridge digital gap and streamline operations.

+ activities

Forte MBALaunch for Women · MBALauncher

Selected for hands-on 10-month program for women intending to pursue an MBA degree (Jan-Oct 2015).

2015 to Current

Digital Undivided · FOCUS Fellow

Provides training in startup methodologies, access to experienced mentors, seed funding, and the social support necessary for diverse founders to thrive.

2012 to 2013

Management Leadership for Tomorrow · Career Preparation Fellow

Selected from nationwide pool for 18-month career development program with one-on-one coaching and corporate skill-building workshops.

2009 to 2010

Nigerian Students Association · President (2010)

Hosted successful fundraiser for WE Care Solar, a partnership initiated during my quarter term as President.

2009 to 2011

Black Student Union · Intern (2007-2008); Secretary (2008-2009)

Organized various cultural and educational programming on-campus, recognized as group of the year by the Black Academic and Community Awards.

2007 to 2011

+ projects

The Bottom Line

A web application with a cheeky approach to colorectal cancer prevention (2011-2012)

+ education

Stanford University

BA Science, Technology and Society 2011

Oxford University

BOSP Tutorial in Post-Modernist Writing and Thought 2010

+ skills

MARKETING

Email Marketing

Affiliate Marketing

Content Marketing

Product Marketing

Marketing Analytics

TECHNOLOGY

CRM

Email Marketing Software

E-Commerce Software

Basic HTML / CSS

Google Analytics

INTERESTS

Travel

Music

Scrabble

Marathons (.....on Hulu)

Design

+ volunteering

After School Matters

Participated as a panelist and moderator for ASMU College Readiness workshops for 180 local high school students in 2014 and 2015.

2014 to Current

Chicago Ideas Week

Worked in-house and on-site with CIW team for six weeks to help launch the inaugural weeklong series of events and talks throughout the city.

2011

Women & Youth Supporting Each Other (WYSE)

Mentored middle school girls in East Palo Alto; took part in group activities with students once a week.

2008 to 2010

+ awards

JEOPARDY! College Tournament, Quarterfinalist 2010

Alibaba.com Ntreprenuer Abroad Program, Finalist 2010

Executive Leadership Council Essay Competition, Finalist 2010

Credit Suisse Diversity Partner Org Case Competition, Finalist 2009

Stanford University Boothe Prize for Excellence in Writing, Nominee 2008

Ron Brown Scholar 2007