

# Naomi Madu

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E: madun@tcd.ie

## Work Experience

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### **Women Leaders in Sports Marketing Intern**

March 2023 - July 2023 | Kansas City, MO

- Created content for Women Leaders National Convention event promotion and production
- Assisted with monitoring and producing creative, concise, and compelling content for Women Leaders social media platforms (Twitter, Facebook, Instagram, LinkedIn, Vimeo, TikTok) according to the association's social media strategy
- Managed weekly and monthly email newsletter production
- Created decks and marketing materials for internal and external use
- Provided additional IT support and assistance with commonly used software applications

### **The Mars Agency Client Leadership Intern**

May 2022 - August 2022 | Southfield, MI

- Kicked off and lead projects for the Henkel Laundry Care Brand and national U.S. retailers
- Project managed using Asana to sign in tasks and track progress with other departments
- Lead intern team in developing a campaign for the Mars Inc. brand Ben's Original
- Researched marketplace and competition to develop communication priorities for the Henkel Laundry Care Brand

### **The Brandman Agency Public Relations Intern**

February 2022 - May 2022 | New York City, NY

- Monitored news coverage for clients and clipping press articles
- Created and update media lists using Meltwater and Klear
- Researched and compiled weekly travel trends and news updates
- Created PR and social media influencer recaps
- Developed and pitched a creative activation and strategic campaign for the tourism board of the Great Western Catskills

### **University of Kansas, Kansas African Studies Center Outreach Student Assistant**

March 2021 - May 2023 | Lawrence, KS

- Generated content for Twitter, Facebook and Instagram to inform audiences about African news stories and promote the center's events and programs
- Used Drupal to migrate website to new KU CMS platform
- Assisted with Immigration Stories exhibit by finding suitable candidates to interview
- Copywriter for media content including posters, social media posts and website information
- Designed layout for social media posts and event flyers using Adobe Spark and InDesign

### **University of Kansas, Undergraduate Advising Center**

March 2020 - December 2022 | Lawrence, KS

- Responded to student and guest inquiries via email and chat platforms, providing IT support and guidance.
- Managed appointment schedules for Advisors using Jayhawk GPS
- Assisted incoming students with IT setup and troubleshooting during orientation and enrollment
- Collaborate with PA team to triage during orientation and enrollment to organize the influx of student appointments and queries

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## Education

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**Trinity College Dublin** - Dublin, Ireland

**School of Computer Science and Statistics**

Master of Science: Interactive Digital Media

- *Relevant Coursework: Interactive Media Design, 3D Modelling, Audiovisual & Sensor Technologies*

**University of Kansas** - Lawrence, KS.

**William Allen White School of Journalism and Mass Communications**

Bachelor of Science: Strategic Communications (Honors)

Minor: German Studies

**GPA: 3.8**

## Skills

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- **Microsoft Office**

Microsoft Word, Microsoft Excel, Power Point

- **Adobe Creative Suite**

InDesign, Photoshop, Adobe Premiere Pro, Lightroom, Audition, Illustrator

- **Website Development**

Wordpress, Drupal, Bootstrap, HTML5, CSS, Javascript, SEO, SQL

- **Project Management**

Asana, Monday.com, Trello

- **IT & Hardware**

Device configuration and OS troubleshooting (macOS, Windows 10/11 iOS, Android), Wi-Fi connection support, Print setup