

ELIZABETH OJO

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PROFESSIONAL SUMMARY

I graduated from Vanderbilt University in 2019 with a Bachelor's in Communication of Science and Technology with a concentration in Civil Engineering. I minored in Engineering Management and History of Art. As an executive member of the Tour Guide board, I managed budgets, activities, and commitment to the organization along with sharing my experience with perspective students and their families. Later that year, I was part of the inaugural class for the Experience Lab at UC Berkeley program. I worked abroad in Dublin, Ireland for LoyLap, a fintech loyalty rewards company. After completing the program, I accepted a position as a Marketing and Programming Coordinator for global internship company Sage Corps in Chicago, IL in 2020. With my experience and skills, I strive to help others share their stories and build relationships with people and organizations.

Personal Website and Portfolio: <https://www.elizabethoojo.com/>

EDUCATION

	University of California, Berkeley	December 2019
	Experience Lab Extension	
	Certificate in Digital Marketing and Content Development	
BA	Vanderbilt University, Communication of Science and Technology	May 2019
	Concentration: Civil Engineering	
	Minors: Engineering Management History of Art	

HONORS AND AWARDS

TLSAMP Grant

2017

Tennessee Louis Stokes Alliance for Minority Participation (TLSAMP) program. Grant given to students as part of a mentorship program to increase the number of underrepresented minority students who receive bachelor's degrees in science, technology, engineering and mathematics (STEM) in the state of Tennessee.

The Murphy Oil-Deming Scholarship

2016 - 2018

Award given to undergraduates who are pursuing programs of study that relate to the field of energy and will be given to students majoring in chemical, civil, electrical and mechanical engineering.

The Cam Newton Foundation Scholarship

2015

Award given to college bound high school students to ensure that their socioeconomic, educational, physical, and emotional needs are enhanced.

Omicron Kappa Zeta Chapter Ola Hill Scholarship

2015

Award created and operated exclusively for funding leadership and education programs to encourage the advancement of higher education.

AKA Omega Chapter Ivy Community Foundation Scholarship

2015

Award given to Atlanta high school graduates in the mission of the foundation to provide programming that will inform, educate, support and engage citizens to enhance their of life.

EXPERIENCE

Sage Corps

Marketing and Programming Coordinator

January 2020 – December 2020

Sage Corps is a global entrepreneurship program that sends top college students to intern abroad with startups. The entrepreneurial study abroad program provides students the opportunity to step out of the classroom to tackle real problems and build real solutions alongside CEOs, CTOs, and CMOs. Experience is the new classroom.

- Designed and executed comprehensive marketing plans for social media, Google Search Optimization, email marketing, and paid advertising based on customer insight and Google Analytics.
- Utilized organic and paid digital marketing tools including Google AdWords, Facebook, Instagram, LinkedIn, Twitter, and TikTok to create content and marketing materials across the company website, social media channels, and third-party platforms.
- Reviewed 1,000+ students through the admissions process of the online application, video interview, and final enrollment based on program goals and KPIs.

- Coordinated and facilitated events for remote programs for enrolled students and university partners.

OrgAnalytix

Marketing Design Intern

December 2019 – May 2020

OrgAnalytix combines Machine Learning technology with Network Analytics to provide managers with actionable detailed insights faster than other HR tools in the market (such as engagement surveys, behavioral studies, or personality tests) to create dynamic and diverse teams.

- Conducted an audit for the website redesign.
- Created infographics, videos, and profiles.
- Updated company messaging and design templates for future use.

LoyLap

Content Strategist, External Consultant

September 2019 – April 2020

LoyLap is a fin-tech company specializing in Payment Initiating Service Provision. LoyLap's mission is to help businesses grow through technology that brings them closer to their customers.

- Performed market research to improve current system procedures for client satisfaction.
- Led a content audit of current company information and implemented a social media campaign to revitalize the presence and outreach to 1,000+ companies in the UK and internationally.
- Collaborated with UX and UI designers to generate market research for updates and advancements in products.
- Redesigned the website and produced merchant profiles to showcase partner Small and Medium Enterprises.

National Association of Colored Women's Clubs, Inc.

Ladies Intellectually Fulfilling Excellence

January 2019 – May 2019

Mentorship to promote the education of women through the work of effective programs to work for the economic, moral, religious and social welfare of women.

Tennessee Louis Stokes Alliance for Minority Participation (TLSAMP)

February 2017 – May 2019

Conference

Mentorship to increase the number of underrepresented minority students who receive bachelor's degrees in science, technology, engineering and mathematics (STEM) in the state of Tennessee.

Communication of Science and Technology Seminar

August 2018 – December 2018

A one-semester seminar focused on building skills for communicating ideas in scientific fields and presenting the information on a variety of multimedia platforms.

Capstone Website: <https://my.vanderbilt.edu/ojoeo/>

Astronomy Discussion Blog: <https://deeplearningsession.home.blog/the-journey-begins/>

Vanderbilt University, Office of Undergraduate Admissions Assistant

May 2017 – May 2019

Office worker for Undergraduate Admissions assisting with in person and online correspondence with prospective students and parents. Utilized the Admissions Processing Center for entering and filing student information. Use of CRM, Fire Engine Red, and currently Slate to interact with guests and prospective students.

Vanderbilt University. Office of Conferences Manager

March 2018 - August 2018

Liaison and team lead for on-campus groups in the Vanderbilt community during the summer ranging in groups between 8 years old and adults in sizes from 20 to 200 members. Use of IRIS and Front Desk systems to interact with conference groups.

Vanderbilt Center for Transportation and Operational Resiliency (VECTOR)

March 2017 - August 2017

Leadership and transportation research, education, and outreach using the resources of the university and strong partnerships with government and industry to improve the quality of life in our community, region, and nation.

Project Podcast Presentation: <https://my.vanderbilt.edu/ojoeo/final-project/>

PREVAIL, Vanderbilt University, Women's Leadership Conference

August 2016– December 2018

A transformational leadership experience that allows women to learn, grow, develop, and be a part of positive personal and community change. The keynote speakers focus on educational sessions featuring relevant topics including Inclusion Initiatives and Cultural Competence, and Networking in the corporate settings.

Technology Association of Georgia – Education Collaborative

TAG-Ed strengthens Georgia's future workforce by providing students with access, exposure and awareness to STEM opportunities through innovative and relevant hands-on learning experiences. By providing exposure today through internships, professional development, immersion experiences and connections to industry professionals we help shape the future workforce possibilities and talent of tomorrow.

- *TAG –Ed Office Assistant (2015)*

Reported discrepancies in the equipment on daily rounds and checks in the office. Assisted departments in updates of company regulations and complete errands for managers.

- *AT&T Sales and Mobility Office (2014)*

Worked with data analysis, researching how to improve various metrics and compiling data and reports for sales representatives stationed at 75 various call

centers stationed nationally and internationally (USA, Colombia, Philippines, Costa Rica, etc.)

- Led RTR Deep Diving project on Run Through Rate data analysis--research improved metrics by several significance points through new “Binary Risk Assessment” and “Checklist” solutions
- Optimized Convenience Fee protocol through assessing payment calls
- Performed research on Gross Ads and Gross Sales to produce vital statistics regarding consumer behavior
- Led efforts for AT&T’s “Operation Healthy Snack” initiative, shipping over 8,000 pounds of food worth \$6,000 to overseas soldiers

21st Century Leaders

Team Leader

21st Century Leaders facilitates training and exposes leadership techniques to high school students to equip them for positions in school and during internships such as:

- Leadership Summit (2014 and 2015)
- Leadership Unplugged: A CNN Experience at Georgia Institute of Technology (2014)
- Leadership Institute at the Goizueta Business School at Emory University (2013)

Technology Student Association, Westlake High School

Historian, August 2013-May 2015

Program focused on the enhancement of personal development, leadership, and career opportunities in STEM, whereby members apply and integrate these concepts through extracurricular activities, competitions, and related programs.

- TSA Conference 2014

National Art Honor Society, Westlake High School

Secretary, 2014- 2015

Program designed to assist student members attain their highest potential in all forms of art, and to raise awareness of art education throughout the school and community.

National Honor Society, Westlake High School

Vice President, 2014-2015

Program based on scholarship (academic achievement), leadership, service, and character. The National Honor Society requires service in the community and school alongside maintaining an above average academic record.

National Beta Club

President, 2013-2014 and Member, 2007-2015

Program designed to promote the ideals of academic achievement, character, leadership and service among elementary and secondary school students.

PROFESSIONAL TRAINING

Google Analytics, 2019

Course to learn Google's measurement tools in order to grow your business through intelligent data collection and analysis.

HubSpot Inbound Marketing, 2019

Course on business methodology that attracts customers by creating valuable content and experiences tailored to them.

Science Communication Seminar, 2018

Vanderbilt University, Nashville, TN

A one-semester seminar focused on building skills for communicating ideas in scientific fields and presenting the information on a variety of multimedia platforms.

FEMA Certification, 2018

Training seminar for training of response personnel throughout the United States and its territories as part of the agency's preparedness effort.

21st Century Leaders, 2013-2015

Summer Youth Leadership Institute

Leadership Unplugged

Leadership Summits

PROJECTS AND PUBLICATIONS

Vanderbilt University

African American and Diaspora Studies Journal of Undergraduate Research – Spring 2020

Paper Title: Just a Little More Healing: Healthcare for All

Thesis: The exposure to medical resources in regional area as presented in Ernest Hemingway's *Indian Camp* and Amy Hempel's *In the Cemetery Where Al Jolson is Buried*, categorized by the value of the body, the availability and access to necessary resources, and the importance of the services to the people in the communities, has created healthcare disparities between the fortunate and the disenfranchised.

LoyLap

Contract External Consultant – Fall 2019

Statement: Conducted a content audit of current company information and implemented a social media campaign to revitalize the presence and outreach to 1,000+ companies in the UK and internationally. Redesigned the website and produced merchant profiles to showcase partner Small and Medium Enterprises. LoyLap creates customized cashless payment systems, enabling merchants to accept payments shaped to their business needs and providing a platform for data driven customer engagement.

MyPath

Market Research Strategy Report – Fall 2019

Statement: Completed a content audit and market analysis, developed a strategic approach to improve the company's content, drafted content samples, and presented the strategy to MyPath, a national nonprofit focused on paving economic pathways for low-income youth, to improve their online and market presence.

XJet Nanoparticle Printing

Technology Strategy Report – Spring 2017

Statement: Nanoparticle jetting can change the world for areas including aerospace, medical, jewelry, auto and dental industries. The security in the Nanoparticle Jetting method developed by XJet would allow companies, like GE Aviation to change its production methods and create possibilities that before now, had been a pigment of the imagination.

COMMUNITY SERVICE

All activities combine to total over 1,000 hours of service.

Vanderbilt University, HiddenDores

Event Coordinator and Guide, Nashville, TN, 2019

Tunnels Experience

Event organized in order to teach the public about the often abrasive and oppressive experiences that marginalized communities must face daily and to create an atmosphere of empathy that improves the experience of students on campus.

Vanderbilt University, Tour Guides

Executive Board, Coordination Chair, Nashville, TN, 2017-2019

Student liaison for Undergraduate Admissions assisting with in person correspondence between perspective students and their families and the university by providing informative tours of campus. Each year, Vanderbilt welcomes over 100,000 guests to its campus for various events and programs. In charge of training new guides and the coordination of events and group dismissals such as:

MOSAIC: A multicultural student recruitment program which invites about 200 admitted students from various minority backgrounds and rural areas to visit campus during one weekend in March.

Anchor Days: An all-day program designed for admitted regular decision students to visit campus, connect with current students, meet faculty, and ask questions in order to decide what college to attend post high school.

Counselor Conference: A two-week program designed for domestic and international high school counselors and Community Based Organization leaders to explore campus, interact with the city of Nashville, current students, faculty, deans and key members of the admissions staff.

Black and Gold Days: A half day program for high school underclassmen to attend sessions on preparing for college, selective admissions, and the financial aid process to begin the college search process.

PreVU Days: A summer program for high school students and families to explore campus, meet current students, and ask financial aid and admissions questions.

Vanderbilt University, Relay for Life University Chapter

Assistant Director of Houses and Student Groups, Nashville, TN, 2017-2019

The Relay for Life movement is American Cancer Society's signature fundraiser dedicated to helping communities attack cancer through donations, community service and awareness.

- Raised \$146,000 to donate towards cancer research and helping families stay in Hope House lodgings as they seek treatment.

Vanderbilt University, Project Rousseau

Mentor, Nashville, TN, 2016-2018

The mission of the program is to empower youth in communities with the greatest need to reach their full potential and pursue higher education by matching them with college mentors and creating opportunities for scholastic enrichment and community service.

Vanderbilt University, First Year House Advisory Board

Member, Nashville, TN, 2015-2016

First year house community service events

- Dismas House
- EOS Project: Greening the Commons

Westlake High School, Student Government Association

Academic Chair, Atlanta, GA, 2013-2015

- Students Against Destructive Decisions
- Alpha Kappa Alpha Sorority, Incorporated, Tau- Epsilon Omega Chapter
- Mount Zion Community Center
- Homecoming Celebrations
- Miss Lioness Pageant
- Baby Blessing Boxes
- 11 Alive Can-A-Thon
- Fine Arts Winter Concert
- Love Cinema Movie Night

Westlake High School, Women of Westlake

Member, Atlanta, GA, 2013

- Ronald McDonald House
Volunteered to prepare meals for the families and get to know them
- Ladies of Campcreek Middle School
Counseled young girls (7th and 8th grade) about what to expect in high school
- Christian Cities Nursing Home
Sang Christmas carols and visited with the elderly

Apostolic Faith Church, Youth Camp

Camp Counselor, Pensacola, FL, Summers 2012 and 2013

Counseled middle school students about faith, service, and commitment during an overnight weeklong camp.

Camp Next Level

Camp Counselor, Atlanta, GA, Summer 2011

Counselor for middle schoolers focusing on creative art activities, theater performances, and healthy lifestyle choices.

LANGUAGES

English: Native Language

Spanish: Intermediate Listener, Reading, and Writing; Novice Speaker

SKILLS**Management**

- Marketing Management
- Organization Structures
- Engineering Management and Representation
- Behavioral Studies and Communications

Website Builders

- Squarespace
- WordPress
- Wix

Email Marketing

SendGrid

Mailjet

MailChimp

Organic and Paid Digital Marketing

Facebook

Instagram

LinkedIn

Twitter

TikTok

CRM

Salesforce

Slate

PeopleVine

Monday

Oracle

IRIS

Fire Engine Red

Design

Canva

VSDC

Lumen5

iMovie

Adobe Photoshop, Audition

Microsoft Office Suite

Certifications

Google Analytics

HubSpot Inbound Marketing

FEMA Management

Programming

Limited MATLAB

AutoCAD

Civil 3D

Visio

OTHER

Visual Art
Graphic Design
Amateur Cook