

Elizabeth Ojo

Chicago, IL | 404-247-0528 | ejo24@gmail.com

<https://www.linkedin.com/in/elizabeth-ojo-ejo> | <https://www.elizabethoojo.com>

EDUCATION

University of California Berkeley

Content Development and Digital Marketing, Program Certificate

December 2019
San Francisco, CA

Vanderbilt University

Bachelor of Arts, Communication of Science and Technology

May 2019
Nashville, TN

EXPERIENCE

Sage Corps

Marketing and Programming Coordinator

January – December 2020
Chicago, IL

- 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.

LoyLap

Content Strategist, External Consultant

August 2019 – April 2020
Dublin, Ireland

- 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 using HTML to gain new interest from potential clients.
- Collaborated with UX and UI designers to generate market research for updates and advancements in products and improve current system procedures for client satisfaction.

Vanderbilt University Office of Conferences

Logistics Manager

March 2018 - August 2018
Nashville, TN

- Served as a campus liaison and team lead for organizations of 20 to 200 members.
- Utilized IRIS and Front Desk systems to support 40 conference groups during the summer.
- Implemented weekly staffing assignments for a group of 13 student workers to equip them with customer relation skills and emergency procedures.

Vanderbilt University Office of Undergraduate Admissions

Tour Guide, Executive Board Coordination Chair, Admissions Assistant

May 2016 – May 2019
Nashville, TN

- Managed and oversaw a budget of \$16,000 for the organization to dispense among 180 guides.
- Collaborated with admissions officers to create an annual schedule for the organization with 1-2 tours each day, ensuring every tour time was properly staffed for 100,000 guests.
- Assisted with in person and online correspondence from prospective students and families using the Slate CRM platform to update the Admissions Processing Center with student information.

Technology Association of Georgia – Education Collaborative

AT&T Sales and Mobility Office Customer Service Specialist

Summers 2014 and 2015
Atlanta, GA

- Performed research on Gross Ads and Gross Sales to produce statistics regarding consumer behavior.
- Compiled data and reports for sales representatives stationed at 75 various call centers nationally and internationally (USA, Colombia, Philippines, Costa Rica, etc.)

SKILLS

- **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