

## NICOLE ASABA

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### EDUCATION

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#### Fordham University, Gabelli School of Business

*Bachelor of Science in Business Administration; Concentration in Marketing and Global Business*

**GPA:** 3.2 / 4.0; (Johnson & Wales Merit Scholarship)

#### Fordham in London Study Abroad program

**Bronx, New York**

*May 2020*

*January 2019 – May 2019*

### EXPERIENCE

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#### Eve & Nico Gifts & Home Décor

*Social Media Manager and Website Content Creator*

**New York, New York**

*July 2020 – September 2020*

- Created original brand content for social media platform and e-commerce website hosted by Big Commerce
- Utilized and mastered tools in Adobe suite, Canva, during content production for the brand media platforms
- Focused on customer relationship management to retain existing and appeal to prospective customers through SaaS tools

*Sales Associate*

*June 2018 – August 2018*

- Managed a seasonal pop-up store in Soho; carried a variety of African handmade home décor and gifts
- Exhibited an in depth understanding of the products and the Fair Trade artisans from South Africa, Botswana, Kenya, and Uganda

#### Just Salad

**New York, New York**

*Marketing Intern (program terminated due to the Covid Pandemic)*

*January 2020 – March 2020*

- Analyzed the existing markets and compiled monthly competitive analysis reports that highlighted consumer insights and market trends for review by senior management
- Researched market opportunities for brand partnerships with the reputable brands like Peloton and ESPN Chicago
- Proofed and edited copy for print and digital materials such as POS banners and the annual sustainability report
- Audited the brand app and website to ensure consistent brand voice
- Coordinated partnerships and events with corporate offices, educational institutes, community centers, fitness brands, podcasts, and influencers in metropolitan cities and suburbs, with emphasis on community building

#### Eve & Nico Beauty Stores

*Marketing and Communication Intern*

**Kampala, Uganda**

*June 2019 – August 2019*

- Redesigned website layout and content to create a seamless experience for customers
- Developed social media strategy that increased social media presence by 10% in 3 months by engaging with other agencies and customers through company's platform
- Managed influencer partnership with Lamich Kirabo; collaborated on photo and video shoots, to produce content for company's platform
- Oversaw creative curation of social content and managed internal calendars; targeting current and prospective customers by strategizing for layout and content scheduling

*Sales Intern*

*June 2017 – August 2017*

- Managed all credit/cash transactions equating to 30 million Uganda shillings or 8000 U.S. dollars
- Responsible for CRM – answered inquiries and demonstrated knowledge of 4000 products in leading brands such as L'Oréal.

#### NAECO (Startup Company)

*Business development Intern*

**New York, New York**

*October 2018 – December 2018*

- Maintained regular responsibilities for social media strategy and communication for sustainable and compostable products to the industry
- Conducted University Community/Organization outreach on the Fordham campus and initiated a partnership with the business school's Sustainability Collaboratory
- Prepared orders and packaging for international wholesale and retail customers

#### Multicultural Foodservice and Hospitality Alliance

*Research Intern*

**Rhode Island, New York**

*September 2016 – February 2017*

- Conducted research with emphasis on the representation/nonrepresentation of minorities in the hospitality industry and identified disparities and industry gaps in the hospitality industry using marketing data analysis to resolve the problems in the industry
- Collected, organized, and displayed data for managerial reporting

### LEADERSHIP AND CAMPUS ACTIVITIES

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#### Fordham University, Caribbean and African Student Association

*Public Relations Chair*

**New York, New York**

*August 2018 – May 2020*

- Founded the first Caribbean African Student Association at Fordham University meant to educate Fordham students about the diversity and richness of African and Caribbean cultures
- Created digital and physical flyers using software such as Canvas to market our first event on campus called Jerk & Jollof
- Organized regular visual content for our social media accounts on our upcoming events and meetings that both improved and maintained our audiences' engagement
- Established an automated email plan with Mailchimp to levitate the workload to focus on demanding organizational tasks

### SKILLS, CERTIFICATIONS AND INTERESTS

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**Computer Skills:** Microsoft Suite, SaaS, Mailchimp, Canvas, Big Commerce, GoDaddy, Qualtrics Survey Software

**Outside Interests:** Beauty and Cosmetics, Social Media Trends, Interior Design, Hospitality and Tourism, African Literature, Traveling