

# Amdala Kasumu

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## EDUCATION

**M.A** • DePaul University • 2022 • Public Relations and Advertising

**B.Sc** • Caleb University • 2018 • Mass Communication

## PROFESSIONAL EXPERIENCE

**Cooperate Marketing • Chicago, IL • 2022 - Present**

**Senior Account Executive- Growth Program**

- I lead the Integrated Marketing team that is responsible for performance marketing functions: campaign planning, demand generation, lead qualification, email, advertising, social media, and analytics
- Created a performance reporting template, achieving an 80% reduction in the preparation time of standard client deliverables
- Generated ROI through marketing demand generation campaigns that resulted in qualified leads that were delivered to salesforce and nurtured into opportunities and win
- Bedazzled clients expectations of RFPs and was part of a team that won countless new business pitches by showcasing innovative high tech optimized marketing programs to prospects

**Burson Cohn and Wolfe • New York, NY • 2022 – 2022**

**Senior Account Associate - Digital Healthcare**

- Trained and mentored six junior staff on account management, compliance, regulatory and client SLA standards, advanced product knowledge as well as provided resource and support for internal procedures
- Updated records, tracking spreadsheets and ensured FDA compliance using Veeva
- Initiated marketing research to keep abreast of industry and competitive trends, outlooks and innovations
- Introduced new business opportunities based on research and networking and developed formal pitches for management consideration

**27th Kitchen• Miramar, FL • 2021 –2022**

**Senior Strategy and Content Manager - Social Networking and CE**

- Created company's Social Media Marketing function
- Set strategy and portfolio for social media initiatives across multiple business units

**WOLBM • Miami, FL • 2020-2021**

**Marketing Team Lead - Media and Communications**

- Created a performance reporting template, achieving an 80% reduction in the preparation time of standard client deliverables
- Conducted marketing due diligence on potential Private Equity investments

**Nordstrom • Chicago, IL • 2020 – 2022**

**Digital Style and Marketing Consultant– Midwest Region**

- Represented the Nordstrom brand by adding personalized messaging in every styling experience and ensuring premium consumer satisfaction at every touch point
- Maintained high KPIs and rank the top 20% of company-wide metrics

**Delta Police HeadQuarters • Delta, NG • 2018 - 2019**

**PR Associate -Strategy and External Communications**

- Monterrey, Mexico - Created systems, processes, and structure required for corporate innovation function
- Increased social media engagement by 80% within four months Optimized SEOs to increase website traffic by 13% in twelve weeks

## SKILLS

- **Creative** - Adobe creative cloud, Scribe, Canva , Veeva, Notion
- **Social listening and Admin use** - Cision, Microsoft Office, Chorus, Sprout Social, Asana, Monday, Zendesk, Mail Chimp, Meta Business suite, Hubspot
- **Data and Research** - Brand Watch, SPSS, Facebook Ads, Google Analytics, Data Studio, Survey Monkey
- **Soft Skills** - Project Coordination and Management, copywriting, content , Agile System, SaaS, HTML