

Samuel A. Oni

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EDUCATION

Georgetown University – McDonough School of Business | Class of 2022

B.S. in Business Administration: Marketing; Management, Leadership, and Innovation

Washington, D.C

GPA: 3.359

Relevant Coursework: Financial Accounting, Business Statistics, Business Law, Marketing, Film and Media Studies, Luxury Marketing, Hearst Data Fundamentals

PROFESSIONAL EXPERIENCE

Georgetown Marketing Association | Georgetown University | Washington, DC | September 2019- Present

Creative Specialist

- Oversaw creative projects and designs for Georgetown Marketing Association (GMA) and several DC partners improving GMA brand recognition while establishing public and on campus relations improving clients' brand recognition, contracts, sales and general exposure
- Developed marketing content for Local Pastry Chain's Seasonal Promotions, increasing their overall University foot traffic by 40%

Diamanté Fashion Show | Georgetown University | Washington, DC | September 2019- January 2020

Stage Manager and Art Director

- Facilitated communication between production staff, models, dancers, and choreographers during production operations instilling efficiency throughout duration of show
- Produced sketches, storyboards, art layouts based on creative vision that coincide with marketing initiatives, brand identity, and target audience generating almost two times as many ticket sales as year prior

Georgetown Summer Programs | Georgetown University | Washington, DC | June 2019- August 2020

Student Mentor and Assistant Academic Director

- Served as the lead mentor and teaching assistant to groups of 25-30 high school students, guiding them through topics ranging from foreign service, economic policy, and global business
- Curated curriculum, schedule, instructional strategies and instructional materials for Anatomy and Physiology and Global Business classes
- Planned and implemented professional development and training for mentor support staff ensuring quality of academics

Hearst Magazines | Hearst | New York, NY | June 2021- August 2021

Marketing Intern

- Collaborated with Hearst Magazine's corporate marketing and advertising team in various stages of marketing proposal development for major clients, providing insightful contributions and helping develop, expand and maintain different branded marketing channels such as luxury hotels, film, and fashion
- Assisted in the creation of marketing content and advertising promotional activities; preparing promotional presentations, collecting quantitative and qualitative data from marketing campaigns, and more
- Presented marketing strategies for Top Management of Hearst Magazine Marketing including Chief Marketing Officer

LEADERSHIP AND COMMUNITY INVOLVEMENT

Georgetown University Black Theatre Ensemble (BTE) | Georgetown University | Washington, DC | January 2019- Present

Co-Executive Producer 2021-Present

- Is responsible for the overall quality and control of organization productions and events, selecting marketable projects, and directing fellow board members

Head of Publicity & Event Coordinator 2019-2021

- Managed BTE marketing and community outreach; curating flyers, newsletters, and videos advertising BTE productions
- Planned logistics for all BTE sponsored programming; coffee houses, press releases, and productions

T. Howard Foundation | New York, NY | 2020-Present

- T Howard Alumni

SKILLS / AWARDS / INTEREST

Technical Skills: proficient in Microsoft Office Suite, Google Suite, Keynote, Photoshop, website design, social media platforms (Twitter, Snapchat, Instagram, TikTok), certified in Google AdWords fundamentals, data analysis, playwriting, public speaking, modeling, acting, singing, excels in chaos

Languages: Yoruba, English

Awards: Ranked Top Five, National Honor Society

Interests: film and media content & production, fashion and retail, acting, photography, music industry, soccer, skateboarding