

# DEBORAH AFOLABI

Project Manager ~ Digital Marketer ~ Graphic Designer  
Photographer ~ Journalist

## PERSONAL PROFILE

I am a motivated individual looking to develop my skills and grow professionally while equipped with strong organizational, adaptability, and communication skills, and a strong work ethic. I am a demonstrated leader and have experience in journalism, campaign development, public relations and advertising, project management, graphic design, digital marketing and photography.

## CERTIFICATIONS

- **Google Analytics for Beginners** | August 2021
- **LinkedIn Learning: Project Management Foundations** | July 2021
- **Hootsuite Platform Certification & Hootsuite Academy Social Marketing Certification** | November 2020
- **PR Council Agency-Ready Certificate** | July 2020
- **Google Digital Garage: The Fundamentals of Digital Marketing Certificate** | July 2020
- **National Tutoring Certification through College Reading and Learning Association** | April 2020
- **Student Certification on the PrintED/SkillsUSA Graphic Communications Proficiency Assessment** | May 2018
- **Adobe Certified Associate in Graphic Design and Illustration using Adobe Illustrator ® CC 2015** | March 2018

## COMPUTER SKILLS

- Adobe InDesign, Photoshop, and Illustrator CC
- Microsoft Office Word, Excel, and Powerpoint
- Google Docs, Sheets, and Slides

## AWARDS

- **Communications Department Faculty Award** | May 2021
- **Gold A Award** | May 2021
- **Philly Ad Club Jeff Finken Memorial Scholarship winner** | 2020
- **Ed Flagg and M. Cornelius Traves Award in Journalism: Photography and Layout** | May 2020
- **Professor Clyde Harding Award for Outstanding Scholarship in English and Communications** | May 2020

## PROFESSIONAL CAREER

### **Weber Shandwick | New York, NY**

**Project Management Intern** | June 2021 - July 2021

- Provided PM support for a healthcare PR account through creation and managing of project timelines, scheduling of meetings, staffing plans, and attending PM-specific trainings.
- Served as the PM for my intern group project to develop and present a creative pitch for another account.

### **Albright College | Reading, PA**

**Alumni and Donor Engagement Intern** | August 2020 - May 2021

- Develop successful fundraising campaigns and foster relationships and engagement opportunities with the school's alumni and students.

**Writing Center Tutor/Tutor Manager** | August 2019 - May 2021

- Work one-on-one with peers to assist with writing and reading related skills for all courses at the college.
- Manage center email, create graphics for the center Instagram, assign sessions to tutors, and assist in training and mentoring of new tutors.

### **JCPenney | Frederick, MD**

**Sales Associate** | July 2019 - January 2021

- Greet and assist customers while providing excellent customer service

### **Weinberg Center for the Arts | Frederick, MD**

**Marketing Intern** | May 2019 - August 2019

- Assist Manager of Marketing in creating and maintaining website, social media, and print content, and furthering public relations and advertising initiatives.

### **New Spire Arts | Frederick, MD**

**Marketing Intern** | January 2018 - January 2019

- Assist the Marketing Coordinator in the development, distribution, and maintenance of creative media content, and documentation and support at events.

## ACADEMIC BACKGROUND

### **Albright College | Reading, PA**

**Bachelor of Arts in Communications: Public Relations and Advertising Track** | August 2018 - May 2021

- Summa Cum Laude - Cumulative GPA: 3.91
- Departmental Distinction in Communications
- College Honors
- Jacob Albright Scholar
- Founder of the Albright College Black Women Leadership Association (BWLA)
- Presidential Scholarship, Creative Promise in Writing Award, and Advancing Lives Scholarship | August 2018 - May 2021
- President of Albright Arts Magazine (AM) | August 2019 - May 2021