

## **Nyasha Hopkins**

Marketing Specialist

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Portfolio: <https://nyashahopkins.journoportfolio.com/>

### **Summary:**

I'm a quick learner with a passion for expanding marketing capabilities and a knack for innovative solutions. With strong interpersonal and leadership skills, I approach work proactively, ready to contribute to dynamic marketing initiatives as an enthusiastic team player.

### **Education:**

#### **Western Governors University**

Bachelors in Business Administration: Marketing

- Capstone Excellence Award 2023

#### **Seattle Central College**

Associate in Biomedical Science

### **Experience:**

#### **Stride Inc.**

Marketing and Web Development Intern/Contractor

*January 2024 – Present*

- Authored over 200 web pages for K12, during a significant site migration from AEM to WordPress
- Managed the social media efforts for a Stride Inc. school on various social media platforms, leading to over 100% improvement in engagement and audience gain
- Spearheaded the creation and design of a 40-page comprehensive WordPress Editor's Guide tailored for school administrators

#### **Acadium**

Marketing Apprentice

*August 2023 – December 2023*

- Developed and implemented 2 LinkedIn marketing campaigns for a software startup
- Became proficient in Sprout Social, LinkedIn ads, and Marketo

#### **Folkishness**

Owner | Digital Marketing Manager

*June 2020 – Present*

- Launched and managed a profitable small business
- Planned and implemented organic marketing campaigns resulting in a strong customer base
- Recognized by a popular print magazine for sustainable practices and unique product offerings
- Became certified in Meta Ads and Google Ads

#### **BNDR Music**

Social Media Intern

*March 2019 – August 2019*

- Created a research and communication document for all interns to streamline communication between talent acquisition and artists, leading to a 12% rise in talent outreach

### **Skills:**

Brand Awareness

Paid Media Optimization

A/B Testing and Campaign Analysis

Graphic Design

Search Engine Optimization

Web Development