

Naomi Kyei-Asare

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EDUCATION

University of Maryland, College Park, MD
Bachelor of Arts Degree in Communications

September 2025- May 2027

Montgomery College, Silver Spring, MD
Associate of Arts Degree in Communications

August 2023 - May 2025

- Cumulative GPA: 3.44/4.00
- Awards/Clubs: 2x Dean's List Academic Achievement, The Globe Multimedia Newspaper, Fashion Club

Paint Branch High School, Burtonsville, MD
Graduate, High School Diploma

- Cumulative GPA: 3.84/4.00
- Weighted GPA: 4.34
- Awards: 3x Honor Roll, Top Scholars Award, Black Youth Achievement Award, Certificate of Student Engagement
- Relevant Coursework: Advanced Journalism, AP Art, AP Psychology, AP World History

August 2019 - June 2023

PROFESSIONAL EXPERIENCE

Snap Inc. (Snapchat), Los Angeles, California
Communications and Marketing Storytelling Scholar/Project Manager

June 2024- August 2024

The Program selection was competitive with a 6% acceptance rate. The 9 week program consisted of tackling marketing, communications and brand experiences through stories that influence people's way of thinking through customer experience journeys, data-driven insights about ways people act, and workshops on how to amplify voices in various mediums.

- Was the youngest in the academy, and project managed the final showcase group
- Proficiently applied analytic tools(google analytics) to projects
- Data Visualization
- Career Branding
- Worked cross-functionally to design a Snapchat feature that addressed the mental health social issue
- Applied marketing and branding skills to storytelling
- Onstage presentation to 350 people
- Proficient in SEO/SEM
- Composed marketing copy (blog posts, press releases, pitch deck presentations, and partnership outreach emails,)

[Link to portfolio:](#)

Urban Alliance , Washington D.C.
Communications and Social Media Intern

September 2022 - August 2023

- Worked one-on-one with national communications director, working on multiple projects simultaneously
- Gathered photos and constructed collages for company social media posts
- Wrote and edited blog posts and articles for Urban Alliance Website
- Assisted with the social media content calendar and conducted potential intern interviews
- Researched related topics for blog posts and articles
- Wrote copy accompanied with visuals for social media posts

Evangel Christian Daycare, Beltsville, Maryland

June 2022 – August 2022

Teacher's Aid

- Created new engaging education activities for students 5 times a week in preparation for the school year.
- Cleaned learning space daily to maintain a healthy environment for students to engage in.
- Prepared and distributed lunches to students.

Skills

- Languages: Intermediate in French
- Software: Canva, Outlook, MS Word, MS Excel, MS Teams, MS Powerpoint, Google Suite, Indesign, Asana
- General: Problem-Solving, Communication, Creative Thinking, Marketing, Teamwork, Programming
- Relevant Coursework: Comm 250 Analysis & Inquiry, Comm 230 Intro to PR, Comm 252 News Writing, Introduction to Human Communication

Paint Branch High School Mainstream Newspaper, Burtonsville, MD
Co-Editor in Chief/Staff Writer

September 2021 - May 2023

- Composed and edited digital articles (feature, opinion, news, entertainment)
- Created graphic newspaper layouts in Indesign Software Program
- Reviewed and edited digital and print copy articles and layouts
- 12 total articles and full issues published- https://pbmainstream.com/staff_name/naomi-kyei-asare/

