

Naomi Joela Nasasira

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EDUCATION

MBA Hult International Business School Dubai, United Arab Emirates	August 2024
Bachelor's in Digital Advertising and Brand Design (Ba Hons) Ravensbourne University London London, United Kingdom	May 2020
International Baccalaureate Diploma CATS College Canterbury Kent, United Kingdom	June 2018

EXPERIENCE

DUBAI FUTURE FOUNDATION Dubai, United Arab Emirates Academic Accelerator Internship. Completed the Academia Accelerators Program focused on Waste Management and Sustainability Strategy with Dubai Future Foundation as part of the Master of Business Administration curriculum at Hult International Business School.	March 2024 - April 2024
STANBIC BANK UGANDA Kampala, Uganda Marketing Project Coordinator. - Full time Managed multiple projects, coordinating the different team members involved to ensure we deliver quality work. <ul style="list-style-type: none">Developed and executed a comprehensive project plan for the successful launch of a multimedia studio, aimed at enhancing the bank's storytelling capabilities. Managed the project within a UGX 50 million budget and successfully stayed within the allocated funds.Successfully led the launch of a new collaboration and sponsorship between the bank and a youth sports team, resulting in a 20% increase in customer engagement within the first 2 months. Additionally, this collaboration has helped increase brand warmth and improve the bank's reputation among the community.	August 2022 – September 2023
NEKA INVESTMENTS Kampala, Uganda Property Manager - Part time. Managing a property for NEKA Investments, a real estate company. <ul style="list-style-type: none">Successfully increased the property's occupancy rate within the first 8 months of management through strategic marketing efforts.Reduced maintenance costs by strategically replacing high-maintenance furniture and vendors with more manageable alternatives, resulting in the maintenance budget dropping from about UGX 2 million to UGX 600 thousand without compromising on quality, leading to improved efficiency and tenant satisfaction.	May 2022 – Present
BOLD IN AFRICA Kampala, Uganda Social Media Manager - Full time Managed company's social media presence. <ul style="list-style-type: none">Developed and implemented comprehensive social media strategy plan.Successfully designed and launched a user-friendly website tailored to a teaching programme BOLD in Africa started via a grant.	August 2020 - August 2022

KAZO FM | Kazo, Uganda
Graphic Designer - Part time.

October 2020 - November 2021

- Designed and implemented a marketing kit for the company.

TBWA UGANDA | Kampala, Uganda
Internship

June 2019 - September 2019

- Interned as part of the creative team during my summer vacation.

ARC RECRUITMENT | London, United Kingdom
Events Operations - Part time.

March 2018 - February 2020

- Collaborated effectively with cross-functional teams to ensure seamless event operations including working with bartenders, security personnel and other event staff to ensure synergy.
- Proactively managed inventory levels and restocked supplies during events to ensure efficient service.

Additional Information

Technologies: Microsoft Office, Adobe Softwares, Procreate, Tableau, Canva

Certifications:

Fundamentals of Visualization with Tableau
Managing Data Analysis
Developing a Winning Marketing Strategy
Work Smarter with Microsoft Excel
Introduction to Artificial Intelligence (AI)

University of California, Davis
John Hopkins University
University of Illinois at Urbana-Champaign
Microsoft
IBM