

Aisosa Wilfred

Aisosa.wilfred@temple.edu

Bronx, New York

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Expected Graduation: May 2026

Major: Management Information Systems | GPA: 3.0

Relevant coursework: Micro/macroeconomics, Digital Systems, Legal and Ethical Reasoning in Business, Accounting, Statistics

EXPERIENCE

HAPPIN, New York City, NY

June 2022– August 2022

Marketing Internship

- Managed and developed targeted marketing strategies to promote the brand and demonstrated strong verbal and written communication skills and the ability to handle multiple tasks.
- Actively participated in the weekly brainstorming and idea development sessions with the team.
- Worked on the development and implantation of new social media plans to attract new customers and help promote the brand.

SUPERDRY CLOTHING STORE, New York City, NY

June 2023 - Present

Sales Associate

- Provided exceptional customer service by assisting customers with product selection, answering questions, and processing transactions.
- Demonstrated strong communication skills by effectively communicating the product features and benefits to customers.
- Collaborated with team members to achieve sales targets and goals.

PROJECTS

Small Business Nail Salon

December 2023 - Present

- Marketed the business through social media platforms, including Instagram and TikTok to attract new clients and promote service.
- Managed scheduling appointments and client interactions to ensure a seamless and satisfying experience.
- Maintained inventory, ordered supplies, and managed finances to ensure the profitability and sustainability of the business.

SKILLS

Software: Microsoft Word, Excel, Python, C++, HTML, JavaScript, Salesforce

Skills: Product Marketing, Digital Marketing, Brand Marketing, Creative Skills, Canva, Google Analytics, Entrepreneurship