

Krystal M'mbai

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EDUCATION

Temple University | Fox School of Business and Management

Major: Management Information Systems & Marketing

Philadelphia, PA

Graduation: December 2026

Relevant Coursework: Data Analytics, Web Application, Pharmaceutical Advertising, Financial Management

Certifications: Google Analytics, HTML Essential Training LinkedIn Learning, Bloomberg Market Concepts

WORK EXPERIENCE

SiamoUmani Cooperation

Rome, Italy

Marketing Intern

December 2024-May 2025

- Managing media pages for a social inclusion program, increasing following by 15% within three months
- Produce bilingual posts prioritizing the corporation's missions with views reaching over 1,000 within one hour
- Utilize trends and Capcut to storytell the program, increasing engagement by 10% within first month

Beauty Birds

Philadelphia, PA

Risk Management and Skincare Specialist

November 2023-December 2024

- Educated and provided cosmetic services to over 100+ students for a student led community service organization
- Maintain and organize clearances and compliance documents for 50+ volunteers for outreach events
- Assess the needs of diverse clientele ranging from 12 and up while applying training for personalized experience
- Keeping track of financial records of student fees and quality of products used on clientele
- Recruiting loyal student body increasing member retention by 20% after the first term

Cherry Consulting

Philadelphia, PA

Search Engine Optimization and Marketing Student Consultant

August 2023- December 2024

- Enhance existing social media and marketing strategies for two companies from a student led consulting firm
- Conduct market research and create content that aligns with current industry trends to increase consumer base
- Evaluate performance metrics to optimize financial decisions

Empire Management Consulting Firm

Philadelphia, PA

Advertising and Sales Representative Intern

June 2023-September 2023

- Promote and advertise companies, Arcadia and Verizon with groups of 4-5 achieving 3+ successful daily sales
- Increased customer response rate by 30% using solution oriented sales tactics
- Integrated feedback with a student mentality, leading to promotion within eight weeks

LEADERSHIP EXPERIENCE & ACTIVITIES

NABA (Temple University Chapter)

Philadelphia, PA

General Body Member

September 2024-Present

- Build personal network with finance professionals at panels on advice transitioning post graduation
- Attend weekly meetings and events guiding on career initiatives through internship and interview opportunities

Aqua Shoes, Marketing Management 2101

Philadelphia, PA

Marketing Team

September 2023 - December 2023

- Created a detailed marketing plan in a simulated competition for an environmentally friendly athletic shoe line designed with group of four
- Placed within top five of competition by applying efficient financial strategies based on performance updates

SKILLS & INTERESTS

Skills: Content Creation, Python, SQL, Microsoft, Excel, Tableau, Public Speaking, Web Application,

Interests: Cosmetics, Coaching, Sports, Music, Fitness, Comedy, Piano, and Playlist Creation