Mata B. Fofana

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Folcroft | PA | 19032 | 267-406-8503   *Portfolio:*

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration   Graduation: May 2025

Major: Management Information Systems | GPA: 3.60

Awards: Temple University Academic Scholarship, Rosenfeld Term Scholarship, McElroy, David E and Suzanne R. Scholarship, Richard J., and Maureen Brennen Scholarship

Relevant Coursework: Digital Systems, Web Application Development, Data & Analytics, Cloud Architecture

EXPERIENCE

THE PHILADELPHIA BEAUTY BIRDS, Philadelphia, PA

Co-President   July 2024 – Present

- Lead a passionate community of beauty enthusiasts, offering workshops and tutorials to master makeup application, skincare, and overall beauty.
- Create a supportive, inclusive environment where members use their beauty skills to give back to the community and make a positive impact.
- Led and managed a team of 80+ members, organizing workshops and events to enhance members' skills.

ASSOCIATION OF INFORMATION SYSTEMS (AIS), Philadelphia, PA

DE&I Chair   August 2024 – Present

- Spearheaded diversity, equity, and inclusion initiatives to foster an inclusive environment within the Association.
- Organized Led initiatives to increase diversity and inclusivity within a tech-focused student organization.
- Implemented a DEI tracking system using MySQL to monitor diversity metrics within the organization.

EASY ACCESS UNDERWEAR, Philadelphia, PA   October 2023 – April 2024

Product Marketing Ambassador

- Conduct market research to understand customer needs and preferences, providing valuable insights for product development and marketing strategies.
- Creating engaging marketing content, including blogs, training materials, to educate and inform various audiences about the product's features and benefits.

M-SALL AGENCY, Philadelphia, PA   August 2021– April 2024

Administrative Assistant

- Communicated effectively with customers regarding the organization's marketing initiatives and projects for a social media agency.
- Provided assistance during client photo shoots and promptly addressed their inquiries.
- Successfully introduced and promoted the business to diverse corporate entities and social media platforms.

VOLUNTEERING

Registration Assistant, American College of Veterinary Inter Medicine, June 2023

Professional Artist, Figure Fashions Show, January 2023

Sales Associate, SGDI Pop-Up Shops, December 2021

SKILLS

Software: Microsoft Word, Excel, PowerPoint, AutoCAD, Solidworks, HTML, CSS, Node.js AWS, Canva, Adobe, MySQL, Python, JavaScript, Figma

Languages: French and Fula, Advanced

Certifications: Google Analytics for Beginners, Introduction to JavaScript