

MICHAEL C. ONWUKA

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PROFILE AND OBJECTIVE STATEMENT

Aspiring Marketing Consultant with an international background in sports marketing, retail merchandising, e-commerce marketing and social media management. Hard-working and dependable professional seeking a position in marketing, sales, and production management with a focus on project coordination and team leadership.

QUALIFICATIONS SUMMARY

Strong organization and presentation skills ■ Effective at completing set tasks within a timely manner ■ Efficient in creating and executing marketing schemes and strategies ■ Proficient in Microsoft Word, PowerPoint, Excel, Access, and Adobe Pro

EDUCATION

Bowie State University, Bowie Maryland

Fall 2017

B.S. Business Administration, Concentration in Marketing

- **Relevant Coursework:** Principles of Marketing, Fashion Marketing, Advertising, Retailing, Salesmanship, Consumer Behaviour, Marketing Strategy, and Marketing Research
- **Awards:** Leadership Badge Recipient - University System of Maryland, Bowie State University
- **Co-Curricular Activities:** Member - The American Marketing Association, Baltimore Chapter

CERTIFICATIONS

- BB&T Leadership Institute Certification

PROFESSIONAL EXPERIENCE

District '96' Marketing Team Member

Mar 2018 - Date

D.C. United, Washington D.C.

- Strategy and marketing scheme development aimed at increasing popularity of the D.C. United Soccer Club
- Host and coordinate Watch Parties for the soccer club during away games
- Serve as an ambassador for D.C. United at various local events such as The White House Easter Egg roll

Online Marketing & Talent Search Associate

Apr 2017 - Date

Osengwa.Com, Alexandria, Virginia

- Creation of online promotions to increase noticeability and popularity of the start-up e-commerce platform
- Social media management to include Instagram, Facebook, Twitter & Tumblr
- Execution of research projects related to young African designers, artisans and musicians for potential collaborations

Marketing & Sales Intern

Jun 2013- Aug 2013

First Securities Discount House(FSDH), Lagos, Nigeria

- Responsible for the creation of the marketing department's presentation of the quarter end financial results
- Acquired knowledge on client centred communication strategies
- Provided innovation and creativity for two marketing campaigns

Visual Merchandiser & Impact Worker

Oct 2012- Jun 2013

Hollister Co. Friary Shopping Centre, Surrey, England

- Served in customer service role with client facing responsibilities including store front and back end inventory management as well as cashier/teller duties

Real Estate Intern

Aug 2012

Daniel Ford & Co Real Estate Agents, London, England

- Acquired a high level of customer service and specialist knowledge with regards to real estate sales and marketing based on housing price valuations and participation in staged open houses/house viewings with customers

Accounting Intern

Jun 2012

Merali's Chattered Accountants & Registered Auditors, London, England

- Performed client data validations
- Assisted in balancing accounts related to foreign based client transactions