

AMINATA NYARA KAMARA

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EDUCATION

American University, Kogod School of Business
Master of Science in Marketing

Washington, DC
May 2023

Limkokwing University of Creative Technology
Bachelor of Arts (Honors) in Tourism Management

Selangor, Malaysia
February 2016 - December 2018

GPA: 3.84

Award: Award of University Colors for University Ambassadorship

WORK EXPERIENCE

American University (Part-Time)

Washington DC, USA

Research Assistant for Professor Kelli Frias

October 2022

- Blogging the summarized data collected about how Healthcare pushes people across the border to Mexico.
- Creating animated videos from these data to bring awareness to the public.

Visit Sierra Leone

Freetown, Sierra Leone

Marketing Officer

May 2021 – May 2022

- Executed and attended marketing activities and events to raise brand awareness by 40%
- Maximized support in overseeing the department by organizing 25 Tours and 40 Hikes
- Formulated daily promotional campaign plans and adverts for services on social media

A.A MEDIA

Freetown, Sierra Leone

Executive Assistant

October 2020 – December 2020

- Managed brand sponsors for Housemates Salone, the most popular reality show in Sierra Leone.
- I procured and delivered food for the 25 reality stars without brand conflicts.
- Engaging as a consultant and performer in the introduction of a client's new product. I did this by managing their social media and appearing in one of their ads.

MyPay SL

Freetown, Sierra Leone

Marketing Executive

January 2020 – September 2020

- Mentored 12 interns about the product and services rendered
- Produced marketing plans and advertising campaigns for 4 media platforms
- Facilitated communication with the target audience to enhance customer relationships by 15%

National Tourist Board

Freetown, Sierra Leone

Tourist Information Officer

February 2019 – December 2019

- Receive and gave daily information to both local and international tourist
 - Collected tourist data for future use
 - Created daily generic itineraries for tourists to use
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LEADERSHIP EXPERIENCE

Femme Collective

Freetown, Sierra Leone

Membership Co-ordinator

April 2019 – September 2020

- Engineered one internal communication scheme which is still used by the organization.
- Implemented monthly bonding activities
- Established a unique template report of membership records; this involves necessary information about every member

Goodwill Ambassador-Limkokwing University of Creative Technology

Selangor, Malaysia

Ambassador for Sierra Leone

January 2017 – December 2018

- Volunteered in organizing one of the biggest school cultural festivals in Malaysia consisting of over seventy country officials present
 - Volunteered as a model at a yearly event called Afrosphere displaying talents from every part of Africa
 - Hosted about twenty dignitaries from in and out of Malaysia for seminars and official visits for educational and leisure purposes
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SKILLS AND INTERESTS

Computer: Microsoft Office, Google Analytics for Beginners

Language: English, Krio

Interests: Writing(blogger), Sewing, Hair Styling, Hiking, Singing, Creating Businesses, Talking, etc.

PUBLICATIONS

<https://tlctourssl.wordpress.com/2021/02/26/domestic-tourism-is-that-a-thing/>

<https://chillisteppersblog.wordpress.com/2019/06/10/numbness-pt1/>

<https://chillisteppersblog.wordpress.com/2019/10/10/world-mental-health-day-awareness-10th-october/>

<https://chillisteppersblog.wordpress.com/2017/01/12/the-rules-of-society/>