Neomii Barron
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SUMMARY

Marketing graduate with experience in Digital Marketing, consumer research, social media strategy, SEO, and content creation. Skilled at leveraging consumer insights and performance data to develop marketing initiatives that drive engagement and support business objectives. Experience managing content projects, conducting qualitative and quantitative research, and collaborating across teams to solve business challenges. Combines analytical thinking, creativity, and strong communication skills to create meaningful connections between brands and their audiences.

EDUCATION

DePaul University | Chicago, IL June 2026
Bachelor of Science in Marketing, Digital Marketing Concentration
3.4 GPA, Dean's List Recipient

MARKETING EXPERIENCE

Oud Coffee & Cafe| *Marketing Intern* **|** Chicago, IL January 2026- Present

- Developed and executed social media content strategies across Instagram and TikTok.
- Produced short-form video content and promotional materials to increase audience engagement.
- Analyzed content performance metrics to identify opportunities for audience growth.

Social Media Marketing Simternship | *DePaul University* | "Stukent" Simulation Platform

- Executed a multi-week social media campaign in a real time simulation, managing paid and organic content across Instagram, TikTok, and Facebook.
- Conducted A/B testing on advertisements and CTAs to increase engagement and impressions among target audience segments.
- Allocated campaign budgets strategically across channels, resulting in a simulated 18% increase in ROI
- Evaluated performance data and adjusted campaign tactics weekly

MAC Brand Repositioning | *DePaul University* | Strategic Marketing Tools Assessment

- Conducted Primary Research via Qualtrics to survey 30+ participants to evaluate consumer perceptions of top-rated beauty brands
- Created perceptual maps and conjoint analysis to deliver findings in a data report highlighting purchase drivers, brand loyalty, and product value perceptions.
- Built a value curve comparing brands across multiple attributes to identify key differentiators and consumer gaps to deliver repositioning recommendations.
- Applied visual framework to communicate insights and guide strategic brand positioning.

ADDITIONAL PROFESSIONAL EXPERIENCE

BobaNova Tea & Coffee | *Barista* | Bolingbrook, IL July 2023 – July 2024

- Consistently provided efficient service, providing personalized customer loyalty and top-quality orders.
- Effectively managed up to 50+ food and drink orders during peak high traffic hours, maintaining consistency and accuracy for every customer.
- Trained and mentored 7 new hire employees to ensure and adhere to cafe standards.

Fat Rosies | *Hostess* | Naperville, IL April 2021– March 2022

- Promoted after 4 months to Host Manager.
- Learned and mastered how to use the POS system to manage the dining room floor, including creating floor plans.
- Collaborated with a team of 6 to maintain an organized and seamless workflow, contributing to a 20% decrease in daily wait times.