

Sam Okafor

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SUMMARY

Marketing graduate (B.S., May 2026) with two internships and a campus campaign that doubled volunteer sign-ups. Hands-on with Google Analytics, HubSpot, Canva and short-form video.

EDUCATION

B.S. Marketing, Riverbend State University, Columbus, OH May 2026
• GPA 3.7. Coursework: consumer behavior, marketing analytics, digital advertising.

PROJECTS

Campus Food Pantry awareness campaign 2025
• Planned and ran a 6-week Instagram and email campaign; volunteer sign-ups rose from 120 to 260.

Marketing analytics capstone 2026
• Built a Looker Studio dashboard for a local bakery's online orders and found the two best-selling hours for ads.

EXPERIENCE

Marketing Intern, Riverbend Credit Union, Columbus, OH Summer 2025
• Wrote 24 social posts and 6 email campaigns; the fall checking-account email drew a 4.1% click rate, the credit union's best that year.

Communications Intern, Columbus Youth Soccer, Columbus, OH 2024
• Redesigned the registration page in Canva and WordPress; families finished registration in half the time.

SKILLS

Tools: Google Analytics, HubSpot, Canva, WordPress, Looker Studio, Excel

Skills: copywriting, email marketing, short-form video, event promotion

Languages: English, Yoruba