

Nyakwea Lisa Ndegwa

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Education

Bachelor of Arts | Oberlin College & Conservatory | Oberlin, Ohio | Expected graduation 2025
Psychology Major | Law and Society & Studio Art Minor | 3.72

Relevant Coursework: Research Methods 1 & 2, Quantitative Thinking, Political Sociology, Personality Psychology, Psychological Science, Principles of Economics

Professional Experience

BlindStairs | *Marketing Intern for Human Resource Startup* | Barcelona, Spain September- November 2024

- Marketing & Content Creation: Developed materials and launched BlindStairs' TikTok page, boosting engagement by 12%.
- AI & Web Development: Supporting AI-driven web development and quality assurance contributing to a 30% improvement in web trafficking

The New School Brooklyn | *Intern* | New York, USA January- February 2024

- Leadership: Mentored 24 students in writing and communication, improving grade performance by 18% through personal sessions
- Communication Strategy: Provided personalized feedback and customized learning approaches to boost student outcomes

Global Scholars Program | *Education Intern* | Johannesburg, South Africa May- July 2023

- Curriculum Development: Developed and taught an entrepreneurship curriculum for 40 students, enhancing cross-cultural growth
- Event Planning: Led logistics and communication for a Pan-African symposium with 100+ participants

Minet Insurance Brokers | *Marketing and Counseling Intern* | Nairobi, Kenya April - July 2022

- Content Strategy & Analytics: Spearheaded social media campaigns, engaging 20,000+ youth across TikTok, Instagram, Facebook
- Operations & Data Management: Managed emergency calls and client data using Excel, coordinating counseling services.

Leadership & Organizations

Kijani World | *Co-founder of environmental advocacy group* | Nairobi, Kenya 2016- present

- Project Leadership: Led efforts to plant 3,000+ trees, collaborating with government officials and raising \$10,000 for student supplies
- Sustainability & Strategy: Contributed to environmental advocacy and co-authored policy on climate action for COP 24

African Student Association | *Chair of association* | Oberlin, USA 2022- present

- Event Strategy & Fundraising: Raised \$6,000 for the African Students' Scholarship Fund, coordinating student participation at Yale's African Innovation Symposium

African Leadership Academy | *Leadership program* | Johannesburg, South Africa 2020-2021

- Launched "You Are Not Alone," a student enterprise promoting mental health, selling 60+ plants and organizing activities
- Developed marketing strategies for the Model African Union, boosting online engagement by 20% and website traffic by 10%

Projects & Research

Psychology Department Research | *Research Assistant* | Oberlin, USA February- August 2024

- Quantitative Analysis & Data Collection: Conducted research on climate models, managing surveys with 5,000+ respondents using SPSS and Qualtrics
- Presentation & Recognition: Presented findings at Oberlin Research Symposium, contributing to an award-winning project

Skills

Language: Fluent: English and Kiswahili | Basic: Spanish

Technical: Microsoft Word, Powerpoint, and Excel | SPSS | ChatGPT | Qualtrics | Adobe Creative Suite and Canva | Instagram, Tiktok, Twitter, Snapchat and Facebook