

Dinma Onyekwere

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EXPERIENCE

Account Management Mentorship

Mullen Lowe Boston

June 2020 - August 2020, Boston, MA

- Reported to the Jet Blue account team with day-to-day administrative tasks while learning and facilitating the way campaigns navigate through the agency.
- Participated in weekly meetings with the team and client to discuss business problems that would be encountered in Account Management.
- Discussed the responsibilities of the Accounts team such as fostering client relationships, monitoring budgets, designing marketing strategies, and creating media proposals.

Head of Accounts

The Carriage House at VCU Brandcenter

May 2020 - August 2020, Richmond, VA

- Built out our own agency when a lot of our internships fell through due to COVID-19.
- Leveraged strategy and insight to deliver innovative branding and messaging for over 30 clients including some agencies such as Team One and Familiar Creatures.
- Ran half of our accounts as a member of our leadership team, and managed my own partners under the co-op.

Program Manager

Snow Companies

February 2019 - September 2019, Williamsburg, VA

- Performed research and analysis of key competitive markets and consulted on programs regarding location and design using Salesforce.
- Led communication with client representatives regarding ongoing program development and effectiveness.
- Analyzed target markets and strategies to identify potential consumers of products and/or services.
- Clients included Ninlaro, Takeda, Entyvio.

PROJECTS

Where Are All The Black People

The One Club • September 2020

- Facilitated the creation of social materials for the virtual event including, a video manifesto, social media posts on Facebook, Twitter, and Instagram.
- Led client interactions, organized team schedule, and timeline, and distributed final assets for the event post final pitch.
- Over 100,000 participants across 3 continents attended WAATBP and the support of over 30 industry partners.

EDUCATION

M.S in Business conc. Creative Brand Management

VCU Brandcenter • Richmond, VA • May 2021

B.S in Mass Communications conc. Strategic Advertising

Virginia Commonwealth University • Richmond, VA • December 2018

SKILLS

Industry Knowledge: Photoshop, Illustrator, In Design, Keynote, MailChimp, Salesforce, Simmons, Google Analytics, Adobe Analytics, Microsoft Office Suite, Brand Positioning/Strategy, Client Pitches, Client Services, Creative Briefs, Event Planning, Research, Social Media Management