

ANABEL KUBABOM

DIGITAL MEDIA SPECIALIST

Self-motivated and skilled in communication and creative problem-solving. Dedicated three years to learn various media software and skills (Adobe Creative Suite & Boyd Initiative) to hone in on my curiosity of the fast-paced and ephemeral nature of media and technology.

* On OPT visa until 2022

PORTFOLIO

<https://anabelk6.wixsite.com/portfolio>

CONTACT

Mobile: (909) - 788 - 4701

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Instagram: @anabel.kubabom

LinkedIn: <https://www.linkedin.com/in/anabel-kubabom/>

EDUCATION

Bachelor of Arts

Pomona College

Claremont, California USA

Digital Media Studies | August 2017 - May 2021

International Baccalaureate Diploma

SOS Hermann Gmeiner Intl. College

Accra, Ghana

Computer Science | August 2013 - June 2017

HONORS AND AWARDS

- Cecil H. Short Memorial Music Prize (2021)
- Pomona College Scholar (2020)
- Grace Hopper Scholar (2018)

SKILLS

(Technical):

- Microsoft Excel
- Microsoft Powerpoint
- Adobe Photoshop
- Adobe Illustrator
- Google suite
- Wordpress and Wix

(Soft):

- Active Listening
- Communication
- Research
- Problem Solving
- Storytelling

PROFESSIONAL EXPERIENCE

Summer Sales Manager

Pomona College Coop Store | July 2021 - September 2021

Claremont, California

- Improved efficiency of store operations through optimization of vendor data and inventory
- Increased product sales by 10% through strategic restocking and placement of merchandise in the store
- Designed catchy flyers for store promotions and gift cards to increase store traffic

Communications Manager

Pomona College Alumni Office | September 2017 - May 2021

Claremont, California

- Individually raised \$40,000 telephone fundraising campaigns to alumni and parents of the college.
- Developed and maintained strong verbal written communication relations with college stakeholders to ensure consistent donations.
- Managed 10-person team through a successful fundraising semester, raising \$20,000 during pandemic shutdowns for direct student support.

Social Media Assistant

Lionne Clothing: Lionne's Fall/Winter 2021 Show | August 2021

Los Angeles, California

- Managed Lionne Clothing's Instagram account during the runway show, engaged with audience through polls, graphics and questions.
- Amplified Instagram Social Share of Voice by 15% through strategic posts of celebrity guests on the red carpet.
- Shot live social media footage of runway show for instagram using strategic hashtags for maximum visibility and impact.

Creative Assistant

6D Networktainment | March 2021 - May 2021

Remote

- Drove weekly radio show's social media promotional presence by designing multiple strategic graphics and videos weekly.
- Edited artists' audio recordings and ensured highest level of quality control.
- Regularly contributed unique content and brand strategies in meetings.

Communications Intern

Leti Arts | May - August 2018

Accra, Ghana

- Boosted company's average engagement rate by 30% through creation of targeted posts on Facebook and Twitter platforms.
- Created African folklore content for new comic strips, reviewed and edited existing strips.
- Wrote unique analyses on the rapid development of technology in Ghana for the company blog.