

# MICHAEL NGIGI

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## Professional Experience

Digital Marketing Intern  
Hyperion LA  
Los Angeles, CA  
Jan 2022 - Apr 2022

Hyperion LA is a fashion photo + motion production company specializing in location production and creative production for fashion brands and magazines. *Learned the ins and outs of marketing and social media in the fashion industry. Created pitch deck presentations for creative posts on Instagram, Facebook, TikTok, YouTube, and linked in. Researched, created, and developed pitch deck ideas tailored to specific brands, magazines, and other potential clients.*

- Reorganized cloud-based content on Box by implementing the use of tags making project files (invoices, talent information, and shoot locations) easily sorted and searched, increasing administrative tasks efficiency by 17.4%.
- Delivered Hyperion's LA creative advertising campaign 1 day before schedule; included 4 months of idea approval, photography budget and procurement, and acquiring talent, props, and makeup artists.
- Assisted fast-paced production team collaborating with photographers, make-up, talent, publicists, and managers to produce magazine cover shoots for Sydney Sweeney x Teen Vogue, Jack Harlow x Teen Vogue, Sandra Oh x S magazine, Tiffany Hadish x Byrdie, and Hayley Kiyoko x Teen Vogue.
- Designed and distributed a donation raffle flier for donating studio time to a black photographer's creative meet-up who raffled it off and raised funds for The Radical Womxn Fund.
- Modernized social media account profiles for LinkedIn, Facebook, Instagram, YouTube, and Zoom by redesigning cover pictures displaying companies' vast projects.
- Coordinated status reports with colleagues using Zoom, Google Chat, and emails to help coordinate quickly with telecommuting workers.

## EDUCATION

Emerson College  
Bachelor of Science in Marketing Communication  
Capstone Project: Marketing Sustainability  
May 2022

Middlesex Community College  
Associate In Science in Business Administration  
May 2020

## LEADERSHIP

Financial Assistant  
Emerson College / SEAL  
Feb 2021 - Apr 2022  
Boston, MA

*Student engagement and leadership (SEAL) is dedicated to helping students connect with resources and organizations on campus, commit to personal growth, and serve our community.*

- Communicated with campus organization about purchase request approvals based on budget and campus rules.
- Budgeted 1.2 million, allocating funds to student clubs.

Resident Assistant  
Emerson College,  
Jan 2021 - May 2021  
Boston, MA

- Lectured programs on diversity, chemical abuse, personal development, relationships, and academic performance to 65 residents, enhancing academic progress and success based on attendance and positive surveys.
- Managed curriculum-based measurement tracker using Google Sheets, ensuring all resident interactions were logged.

Marketing Chair  
Delta Kappa Alpha (Rho Chapter),  
May 2021 - Dec 2021  
Boston, MA

*Delta Kappa Alpha is an Emerson's association created in 2016 by a small collection of filmmakers. Reported to Organization President.*

- Boosted a 175% increase in new members from chairing a recruitment campaign; coordinated the design of posters and social media presence with digital content.
- Promoted member projects for recruitment/fundraising as well as organization events on Facebook and Instagram.
- Encouraged members to send birthday greetings to other members so that they could be shared on social media. As a result, the organization gained additional students' interest.
- Created interactive Instagram content such as poles, humorous visuals, film trends/initiatives, and film trivia questions which kept our followers excited and interactive.

Emerson Communications  
Content Marketing Specialist  
Oct 2021 - Dec 2021  
Boston, MA

*Emerson communication is a student-operated and faculty-advised marketing agency dedicated to providing students with hands-on experience in advertising, public relations, promotion, and graphic design. Collaborated with the analytics team to create visuals that appealed to The Empowerment Factory's (an afterschool non-profit) interest; discussed with the creative team the best platforms to use while designing different visuals for print and social media.*

- Designed (8 print flyers, 5 Online flyers) ad campaign. - Client [The Empowerment Factory].

Marketing Associate  
Savior of the Universe  
May 2021 - Dec 2021  
Boston, MA

*Savior of the Universe is a BA film written and co-directed by college student Geneva Kelvin.*

*Created and managed fundraising campaign. Produced interactive social media posts for Instagram and Facebook, engaging followers and directing them to an Online fundraiser campaign.*

- Tracked campaign fundraiser ROI and donor retention rate metrics based on other campaigns, identifying the demographic that donated the most and created social media posts that interact best with key demographics.
- Organized creative content calendar using Microsoft Excel to help ensure on-time delivery of daily content.

## CERTIFICATIONS

- **SEO Certified**  
HubSpot Academy  
2021
- **Content Marketing Certification**  
HubSpot Academy  
2020
- **Inbound Marketing Certification**  
HubSpot Academy  
2020

## Demonstrated core competencies, broad-based strengths, and accomplishments in:

- **Social Media: Interact & Buzz.**
- **Entertainment Marketing & Public Relations.**
- **Marketing & Sales, Distribution & Services.**
- **Online Behavior & Web Analytics.**
- **Public Speaking.**
- **Financial & Managerial Accounting.**
- **Cross-Functional Team Collaboration.**
- **Adobe Creative Suite.**
- **Project Management.**
- **Media Marketing.**
- **Web Analytics | Google.**
- **Analytical Problem Solving.**
- **Office administration.**
- **Multi-Tasking Prioritization.**
- **Tableau | MRI | Statista.**