

Kamal Goulbourne

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EDUCATION

Saunders College of Business, Rochester Institute of Technology Rochester, NY
MBA, Concentrations: Digital Marketing and Management; GPA: 3.65/4.0 Anticipated May 2022

Rochester Institute of Technology Rochester, NY
Psychology B.S., Immersion: Advertising & Public Relations; GPA: 3.16/4.0 Aug 2016 - May 2020

SKILLS

Technical: Facebook Ads, Google Ads, Google Analytics, Data Analysis, Digital Photography
Communication: Interpersonal, Written & Oral, High Impact Presentations, Public Speaking
Software & Platform Knowledge: Microsoft Office, Outlook, SPSS, Minitab, Tableau, Canva, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe Premiere Pro, Shopify, Loom

EXPERIENCE

VeeOne Health Roseville, CA
Marketing Intern May 2021 – Present

- ❖ Assisted in managing multiple social media channels including Facebook, Twitter, & LinkedIn, resulting in an increase of 300+ followers over a 4 month period.
- ❖ Responsible for sourcing, ordering, & designing \$5,000 worth of company merchandise for a major health conference (HIMSS).
- Design digital content and templates for consistent branding using Photoshop and Canva.

Advance RIT, RIT Rochester, NY
Student Social Media Marketing Manager Aug 2020 – May 2021

- ❖ Oversee multiple social media channels including Facebook, Twitter, & LinkedIn, resulting in a 37% increase in followers and a 200%+ increase in profile visits.
- Spearhead the creation of a campaign to increase awareness of office services.

Office of Faculty Diversity & Recruitment, RIT Rochester, NY
Digital Marketing Intern May 2019 – May 2020

- ❖ Managed corporate social media channels including Facebook, Twitter, & LinkedIn, which achieved a 24% increase in followers and a 300%+ increase in engagement.
- Created presentations & posters using Google Analytics, Powerpoint, Photoshop & Canva.

Freelance Photographer Rochester, NY
Digital Portrait, Event, & Product Photographer Aug 2018 – Present

- ❖ Negotiated a contract with local chocolate store and photographed products which resulted in a 105% increase in Instagram engagement.
- Lead photographer for multiple dinner parties, fashion shows, and galas, as well as a Wegmans' management event.
- Generated leads for personal brand using influencer marketing, social media, and paid ads.

LEADERSHIP

Men of Color Honor & Ambition Rochester, NY
Mentee & Mentor Aug 2018 – May 2019

- **M.O.C.H.A.** provides an academic year of leadership training, encompassing professional, social, personal, and cultural development along with mentors to undergraduate men at RIT.
- Offered mentee guidance with navigating undergrad and helped create short and long term goals.
- ❖ **Dale Carnegie** "Immersion" course completed and received certification in 2018.