

# ASIA ROSCOE

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## EDUCATION

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**Howard University School of Business**

**Washington, DC**

Bachelor of Business Administration with a concentration in marketing; minor in Spanish

## CERTIFICATIONS

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- Google Analytics
- Google UX Design Professional Certificate

## TECHNICAL PROFICIENCIES

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- Adobe CC (Illustrator, InDesign, Photoshop, XD)
- Asana
- Canva
- Figma
- Google Analytics
- InVision
- Miro
- Maze

## SKILLS & METHODOLOGIES

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- Competitive Analysis
- User Interviews & Surveys
- Persona Building
- Data Analytics Review & Synthesizing
- Can perform well working in a start-up environment
- Excellent presentation, written, verbal & visual communication skills

## EXPERIENCE

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**Consultant- Thurgood Marshall College Fund, Remote**

**04/2022 – Present**

- Design strategic alignment between I&E storytelling infrastructure projects such as the Who's Next Innovator's Edition Digital Series, social media engagement, program promotions, landing page, and app development, with overall TMCF marketing plan and brand. Create project plans to gain a clear understanding of the required deliverables and timeframes.
- Draft all I&E written collateral and collaborate with internal, cross-functional partners including marketing and brand engagement, and communications to ensure required activities are completed in a timely manner.
- Provide regular communication and updates to I&E divisional leadership and internal participants regarding project status and upcoming collaborations.
- Schedule and lead internal meetings to ensure required resources are ready and available to deliver on project requirements.
- Leverage knowledge and experience to recommend and develop new strategies and approaches that will assist the I&E division in establishing best-in-class engagement objectives.
- Ensure all projects are delivered on time within the stipulated scope and budget.
- Develop a detailed plan to monitor and track the progress of each project.
- Develop and implement strategies to increase program participation and engagement.
- Collaborate with external partners, including sponsors and industry experts, to facilitate program activities.
- Collect and analyze program data to evaluate the effectiveness of initiatives and make recommendations for improvement.

**Social Media Marketing Manager - Above The Baar, Detroit, MI**

**06/2020 – 4/2022**

- Conduct research on the current target audience through surveys to create user personas, understand the user's wants and needs, which increased market share and generated an additional \$14,000 in yearly sales.
- Create a social media and marketing strategy including setting and tracking KPIs and goals and analyzing data to continue to hit company goals.
- Conduct quarterly competitive analysis to understand current trends and offerings in the market to stay ahead of the competition.
- Drive e-commerce sales, customer engagement, and brand recognition through social media marketing using TikTok (17,000+ followers), Instagram (1,200+ followers), and Pinterest (42,000+ monthly views).
- Analyze social media metrics and customer feedback (from social media) to make recommendations on new product launches and future business objectives.

**Customer Success Specialist & Social Media Marketing Manager - AboveBoard, Remote**

**08/2020 - 01/2021**

- Collaborated with cross functional teams such as web development and engineering teams to perform usability tests during design sprints, define, design and ideate functionality of numerous features and interactions within the website and innovative solutions for all visual elements of the platform.
- Met with customers one on one to understand customer needs and frustrations to make recommendations on product upgrades.
- Work with different teams to understand the product from a holistic view to provide strategy recommendations.
- Identified potential platform members and conducted outreach to grow membership enrollment by 30%.
- Collaborated with the sales, product marketing, and design teams to create a brand story, elements, mockups, brand partner visuals, experiences and graphics for social media and web pages that built company name recognition with target audience and added 2,000 LinkedIn followers.
- Leveraged Google Products, Hootsuite, and HubSpot tools for web data tracking, analytics reporting, content development, and targeted email campaigns to strengthen marketing strategy, drive business growth and clearly articulate data and team goals to the organization.

## PROJECTS

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### Connected Brand Collaboration App

Winter 2022

- Utilized best practices for information architecture and interaction design, the user-centered design process, and UX principles and techniques
- Sketched, prototyped and created high fidelity artifacts and flows to validate ideas at the concept stage, and created prototypes using Figma and Adobe XD.
- Focused on creating positive client experience across the mobile app and web design.
- Produced pixel-perfect screen designs and provided detailed specifications/assets to developers.
- Created a design system as well as used existing visual systems and/or standards to optimize visual quality/impact and ensure final product matched design intent.
- Analyzed user feedback and activity, and iterated to enhance the user experience.
- Created user personas, stories, journey maps, and problem statements to guide design and research.

### Above The Baar Rebrand & Web Design

Fall 2021

- Created low and high fidelity wireframes to validate ideas at the concept stage using Figma
- Re-designed the responsive website by focusing on creating positive client experience.
- Created user personas, stories, journey maps, and problem statements to guide design and research.
- Developed a clear information architecture to help guide users through their shopping journey while using the site.
- Led the visual design process while working with a team of designers to create logos, choose typography and colors, set guidelines, and build brand elements to articulate the brand's identity to the target audience.
- Conducted a user survey to understand user needs and pain points as it related to the brand and the ease of use of the current website.
- Conducted usability studies to test if the implemented solutions effectively solve user needs.