

# Nyiyah Bland

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## Education

### **COOP Careers - Digital Marketing Apprentice**

*Expected December 2023*

- Engaged in a 16-week apprenticeship program, acquiring expertise in SEO writing, SEM Ads, Facebook/Instagram Ads, Twitter Ads, LinkedIn Ads, Programmatic Ad buys, & more
- ~200 hours of instruction time with a hands-on mastery of digital marketing platforms, communication/presentation training, networking, and client work with actual companies
- A highly selective program that admits underemployed college graduates from underresourced & marginalized communities
- Strategize Digital Marketing campaigns with a pod group of 8, aligning with the client's overall business goals and objectives

### **University of Illinois at Urbana-Champaign, College of Liberal Arts and Sciences, Champaign, IL**

*Bachelor of Arts in Communication December 2022*

- Vice President of Leading Ladies
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## Technical Skills & Certifications

- Certifications: Google Analytics Professional Certificate (Coursera), Meta Ads, Google Adwords
- Tools: SEM Ads, SEO Writing, Meta Ads, LinkedIn Ads, Twitter Ads, Programmatic Advertising, Microsoft/Google Office suite, Canva

## Projects

*Wolves on Wall Street (Google Office suite, Excel, and Canva)*

*December 2022*

- Took a leadership role in team communication, leading 85% of team meetings using Google Suite to enhance collaboration, information exchange, and enforce deadlines, improving project organization and time management
- Interviewed +3 research groups and analyzed data in Excel to inform strategic marketing decisions based on target audience perception
- Created and inspired +5 digital marketing materials using Canva to establish a consistent, engaging online brand

## Work Experience

### **Homewood Suites Champaign, IL**

*Front Desk Trainer*

*December 2021 – March 2023*

- Nurtured relationships with guests resulting in 30% increase in revenue and in customer retention to promote customer satisfaction
- Trained +5 front desk agents in utilizing hotel management software for efficient guest management
- Maintained 95% occupancy rate and 100% accuracy in guest reservations and check-ins independently to ensure smooth operations
- Internally promoted after 6 months from Agent

### **Walmart Champaign, IL**

*Pharmacy Technician Trainer*

*July 2019 – June 2021*

- Oversaw 10 training sessions for new pharmacy technicians while simultaneously managing day-to-day pharmacy operations, ensuring seamless workflow and high level of customer service
- Promoted pharmacy events at store meetings to increase attendance and engagement by 20%

### **ScribeAmerica Champaign, IL**

*Scribe*

*June 2018 – December 2019*

- Collaborated with medical team for accurate patient documentation, achieving a 35% reduction in charting errors
- Utilized medical knowledge and Epic to document +30 patient visits per hour, ensuring data quality and compliance