

OHEMAA PEPRAH-ASANTE

MARKETING AND ANALYTICS PORTFOLIO



OHEMAA AT A GLANCE



•Key Achievements:

- Increased event attendance **by 200%** during tenure as ASA Vice President through **strategic social media campaigns**.
- Spearheaded data-driven marketing strategies for How Bazar's "BIG" music festival, enhancing **community engagement** and visibility.
- Developed data-driven financial tracking systems using SQL and Excel, showcasing **strong analytical skills** and the ability to **extract actionable insights from data**.
- Managed a large-scale research project involving 79,960 participants, using STATA and SPSS for **data analysis** and **insights**.



Education:

M.A. in Digital Marketing and Audience Analytics, University of Florida (2024 - Present)

B.A. in Psychology, University of South Florida (2018 - 2022) with minors in Anthropology and Forensic Behavioral Health



Certifications:

Google Digital Marketing & E-commerce Professional Certificate

Meta Certified Marketing Science Professional Credential

Google Analytics (Basic and Advanced)

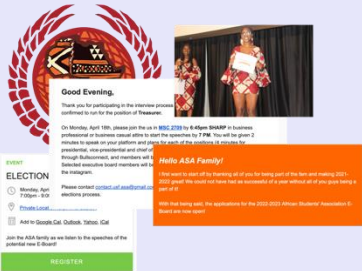
Google UX Design Professional Certificate (In Progress)

PAST MARKETING EXPERIENCE

How my past experience aligns with the goals of this role:

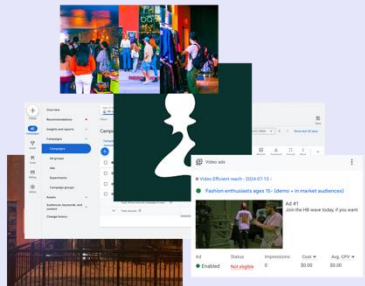
“ASSIST IN EXECUTION OF MARKETING CAMPAIGNS ACROSS ALL PLATFORMS”

Use of integrated marketing techniques to execute a campaign:



To increase event attendance **by 200%** with the African Student's Association :

- The introduction of Email marketing
- Interactive social media and in-person marketing
- Utilized data insights from Instagram insights to tailor campaigns, leading to increased engagement.



To Design and execute successful campaigns for "*BIG*" music festival, utilizing social media, local outreach, and data insights.

- The introduction and use of **Google Search and Display**
- Tag Manager and **Google Analytics**

Case Study Example: Sample Marketing Strategy

The Future of Silverstone (Copywriting Assignment)

- **Trend Analysis & Content Strategy:** Developed marketing strategies for a made-up data brand to increase brand awareness for a data platform, targeting influencers and companies. Used trend data to create effective, engaging content for blogs, social media, and emails.
- **Forecasted Metrics:** Created projections for growth using analytics tools to track engagement and ROI.
- **Visuals:** Screenshots of campaign strategy slides or sample content ideas.

LVMH CRM PROJECT // FUTURE OF SILVERSTONE PROJECT

LVMH CRM Project

- **Lead Generation & Data Integration:** Designed strategies to attract younger audiences through personalized CRM campaigns, focusing on social media engagement and streetwear collaborations.
- **Automation with HubSpot:** Utilized HubSpot for automated marketing to streamline lead nurturing and measure campaign performance.
- **Visuals:** Examples of lead generation flow, and data analytics charts.

The Future of #Silverstone

Ohemaa Peprah-Asante
Copywriting for Digital Messaging
MMC5155

OHEMAA PEPRAH-ASANTE 2024

LVMH and its CRM base

MMC 5737 Lead Generation and Management,
Summer 2024



Showcases skills in strategic planning, data analysis, and integrating marketing technology—key for driving results in marketing campaigns.

“A FOCUS ON BRAND PARTNERSHIPS”

Community Marketing and collaboration with like-minded organizations

- Collaborated with other student organizations to boost event participation and expand reach.
- Partnered with local artists and vendors, integrating their brands into different events and experiences.
- Engaged local community leaders in collaborative outreach programs.



"Every city needs a Bazar à la Carte," Heller says. "Events like this foster creativity in all its forms and provide a local community for like-minded individuals. Bazar à la Carte also provides an amazing platform

“ADMINISTRATIVE SUPPORT”

Use of innovative administrative tools to streamline communication and sharing of relevant documents for marketing campaigns:



- Organized team meetings, created event schedules, and coordinated logistics for major events.
- Set up Slack, Notion, or other tools for efficient communication, ensuring timely updates and resource sharing.
- Coordinated executive meetings, managing agendas, and follow-ups.

October 2024				
SUN 29	MON 30	TUE Oct 1	WED 2	THU 3
Jennifer Jia Available Ohemaa Asante Availi 9am Quinlan Richmo 9am David Wishtisch	Jennifer Jia Available 9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 7 more	Maria Pham Available 1pm David Wishtisch 3pm Jennifer Jia Av 4pm Quinlan Richmc 2 more	9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 3pm Jose Sinfon 5 more	10am Sophia Brena 1pm David Wishtis 4pm Maria Pham A 5pm Ohemaa Asan 2 more
6	7	8	9	10
Jennifer Jia Available Ohemaa Asante Availi 9am Quinlan Richmo 9am David Wishtisch	Jennifer Jia Available 9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 7 more	Maria Pham Available 1pm David Wishtisch 3pm Jennifer Jia Av 4pm Quinlan Richmc 2 more	9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 3pm Jose Sinfon 5 more	10am Sophia Brena 1pm David Wishtis 4pm Maria Pham A 5pm Ohemaa Asan 2 more
13	14	15	16	17
Jennifer Jia Available Ohemaa Asante Availi 9am Quinlan Richmo 9am David Wishtisch	Jennifer Jia Available 9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 7 more	Maria Pham Available 1pm David Wishtisch 3pm Jennifer Jia Av 4pm Quinlan Richmc 2 more	9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 3pm Jose Sinfon 5 more	10am Sophia Brena 1pm David Wishtis 4pm Maria Pham A 5pm Ohemaa Asan 2 more
20	21	22	23	24
Jennifer Jia Available Ohemaa Asante Availi 9am Quinlan Richmo 9am David Wishtisch	Jennifer Jia Available 9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 7 more	Maria Pham Available 1pm David Wishtisch 3pm Jennifer Jia Av 4pm Quinlan Richmo 2 more	9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 3pm Jose Sinfon 5 more	10am Sophia Brena 1pm David Wishtis 4pm Maria Pham A 5pm Ohemaa Asan 2 more
27	28	29	30	31
Jennifer Jia Available Ohemaa Asante Availi 9am Quinlan Richmo 9am David Wishtisch	Jennifer Jia Available 9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 7 more	Maria Pham Available 1pm David Wishtisch 3pm Jennifer Jia Av 4pm Quinlan Richmo 2 more	9am Jose Sinfon 10am Sophia Brena 12pm David Wishtisc 3pm Jose Sinfon 5 more	10am Sophia Brena 1pm David Wishtis 4pm Maria Pham A 5pm Ohemaa Asan 2 more

“COORDINATING SUCCESSFUL PRODUCT LAUNCHES & EVENTS”

Led creative direction, marketing strategy, and logistical planning, ensuring cohesive branding and messaging.

- **ASA:** Planned and executed events like the Mr. and Ms. Africa Pageant and Africa Week, driving attendance through **cohesive marketing**
- **How Bazar:** Directed event logistics and promotional strategy for the "BIG" music festival, ensuring brand consistency.
- **NCCER:** Supported product launch initiatives by aligning financial planning with **marketing strategies**.

[Watch here:](#)

PATHWAYS
A JOURNEY UNRAVELED

“COLLABORATE WITH INFLUENCERS, CONTENT CREATORS, AND BRAND PARTNERS”

Use of innovative administrative tools to streamline communication and sharing of relevant documents for marketing campaigns:

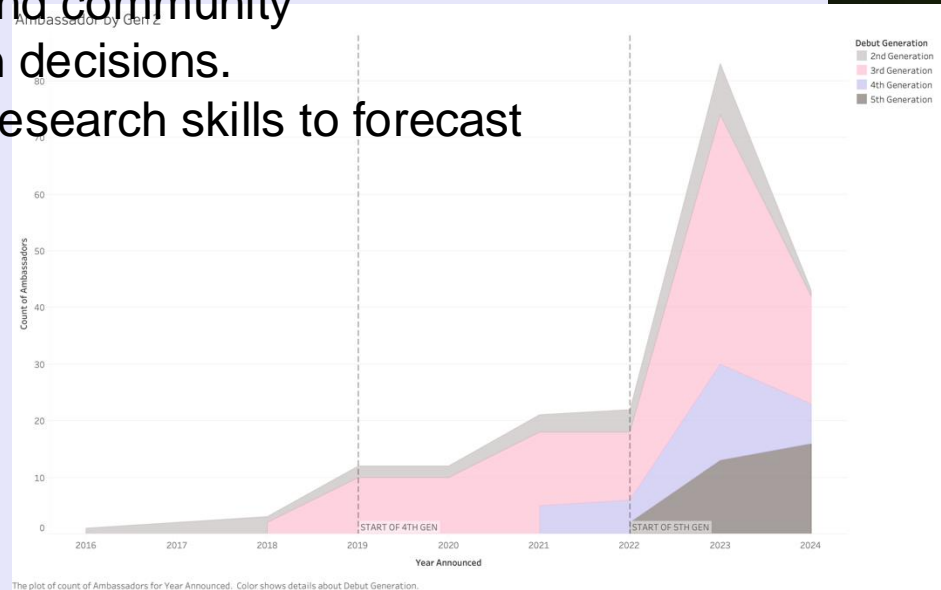
- Managed ambassador programs, engaging influencers to promote events, and raising brand visibility.
- Worked with local artists to co-create promotional content, enhancing event reach.
- Facilitated community programs, collaborating with local influencers to spread awareness.



“DATA-DRIVEN MARKET RESEARCH & TREND ANALYSIS”

The use of data-driven skills to take a fresh look at marketing campaigns and strategies.

- Conducted trend analysis to tailor event marketing strategies to student interests and engagement patterns.
- Used Google Analytics to understand community demographics, informing campaign decisions.
- Analyzed trends, applying market research skills to forecast emerging patterns.
- Applied quantitative techniques like logistic regression to uncover trends, translating these into high-quality insights and **visualizations**.




K-Pop Stars have the power to turn a niche brand into an overnight success, with the capability to convert sales by

Variables			Name	Label
sex	SEX OF OFF...		sex	SEX OF OFF...
race5x	youths race_is...		race5x	youths race_is...
race1	Four-Category...		race1	Four-Category...
opt_dum	Optimism level		opt_dum	Optimism level
opioids	opioids		opioids	opioids
medhinc_0812	Median House...		medhinc_0812	Median House...
income1	Annual combi...		income1	Annual combi...
impul2	Impulsive--Ac...		impul2	Impulsive--Ac...
female	SEX OF OFF...		female	SEX OF OFF...
ethnicity	YthEthnicity		ethnicity	YthEthnicity
coke	current use, if...		coke	current use, if...
city1	youths residin...		city1	youths residin...
UNIQUE_ID	EXTERNAL_S...		UNIQUE_ID	EXTERNAL_S...
SUD	History of ref...		SUD	History of ref...
DOB	youths date of...		DOB	youths date of...
CountyDJJ	Youths Curren...		CountyDJJ	Youths Curren...
CUME_n...gements	Youths Living...		CUME_n...gements	Youths Living...
CUME_D92Q4	Current menta...		CUME_D92Q4	Current menta...
CUME_D92Q3	Current menta...		CUME_D92Q3	Current menta...
CUME_D92Q2	Current ADD...		CUME_D92Q2	Current ADD...
CUME_D91Q9	History of dep...		CUME_D91Q9	History of dep...
CUME_D91Q8	History of ang...		CUME_D91Q8	History of ang...
CUME_D91Q7	History of men...		CUME_D91Q7	History of men...
CUME_D91Q6	History of AD...		CUME_D91Q6	History of AD...
CUME_D91Q3	History of with...		CUME_D91Q3	History of with...
CUME_D91Q2	history of viole...		CUME_D91Q2	history of viole...
CUME_D91Q13	Health insuran...		CUME_D91Q13	Health insuran...
CUME_D91Q12	History of trau...		CUME_D91Q12	History of trau...
CUME_D82Q4	Current Drug...		CUME_D82Q4	Current Drug...
CUME_D82Q3	Types of Drug...		CUME_D82Q3	Types of Drug...
CUME_D82Q1	Current alcoh...		CUME_D82Q1	Current alcoh...
CUME_D81Q6	Youth is curre...		CUME_D81Q6	Youth is curre...
CUME_D81Q5	History of part...		CUME_D81Q5	History of part...
CUME_D72Q4	Problem Hie...		CUME_D72Q4	Problem Hie...
CUME_D72			CUME_D72	
CUME_D72			CUME_D72	
CUME_D72			CUME_D72	

“QUANTITATIVE RESEARCH & DATA ANALYTICS”

The use of data-driven skills to translate data into insights and findings with a life of their own.

- **Lead Quantitative Researcher, SMART LAB @ USF:** Oversaw a **quantitative** research project involving 79,960 participants focused on substance misuse prevention.
- Used **programming languages** and **statistical tools** like STATA and SPSS for **advanced data analysis**, including logistic regression and univariate analysis.
- Presented findings at the CPDD conference, showing my ability to translate insights into digestible information for all audiences.
- Created **data visualizations** such as tables and graphs to communicate findings.
- **@ NCCER:** Developed and utilized automated financial tracking systems using SQL and Excel at NCCER, enhancing accuracy in accounts receivable.
- Created detailed reports to identify trends in customer payments, optimizing receivables.



Racial Differences in the Impact of Adverse Childhood Experiences on Opioid Misuse Among Justice-involved Adolescents

Ohemaa Peprah-Asante, B.A.¹, Gina Micciche¹, and Micah E. Johnson, Ph.D.¹
¹SMART Lab, Department of Mental Health Law & Policy, University of South Florida, Tampa, FL

Introduction

Systemic racism may be directly and indirectly associated with opioid misuse among justice-involved adolescents (JIA) through racially charged incarceration rates.

The associations between race and family structure and function could possibly explain the recent stark increase in opioid deaths among Black individuals.

Certain racial and ethnic minority groups are predisposed to higher rates of incarceration, resulting in less family cohesion and structure. There is a deficit of research on how race and trauma impact risk for opioid misuse among JIA.

We hypothesize that: (H1) higher scores in household dysfunction will be associated with a higher likelihood of Opioid Misuse; and (H2) The impact of these factors are affected by race, having a greater impact for minority JIA populations.

Methods

Cross-sectional data on 79,960 from the Florida Department of Juvenile Justice (FDJJ) were examined. A stratified logistic regression was conducted using StataBE 17.0. The sample of Justice Involved Adolescents represented minors who were arrested for delinquency, completed the full intake PACT assessment, and those who reached the age of 18 by 2016.

The more cohesion found within a family can lead to less future deviance and heavy drinking in JIA (Farrell 1995).

IV: 5 ACE-items in the household dysfunction domain (mental illness, incarcerated relatives, mother treated violently, substance abuse*, and divorce)

DV: past 30-day OM.

*The original code uses the term "Household substance abuse", so for the sake of continuity, the term was used in the data analysis and report.

Results

Table 1. Factors Associated with Opioid Misuse

	P30D OM (Ref = No)	
	aOR	CI
Family Violence (Ref=no)		
	2.35***	[1.97,2.79]
Household Substance Abuse* (Ref=no)		
	1.67***	[1.51,1.84]
Household Mental Illness (Ref=no)		
	1.11	[0.99,1.25]
Parental Separation or Divorce (Ref=no)		
	0.86	[0.78,0.95]
Household Member Incarceration (Ref=no)		
	1.09	[0.97,1.21]

Note: * p < 0.05, ** p < 0.01, *** p < 0.001

By acknowledging the effects that are observed, resources can be introduced that intend to target children who family high levels of family violence and/or household substance abuse*, as they are the most prone to opioid misuse risk.

Table 2. Factors Associated with Opioid Misuse Stratified by Race

Race	P30D OM (Ref = No)					
	White		Black		Latinx	
	aOR	CI	aOR	CI	aOR	CI
Family Violence (Ref=no)						
	2.17***	[1.79,2.64]	3.35***	[1.75,6.42]	3.01***	[1.77,5.09]
Household Substance Abuse* (Ref=no)						
	1.64**	[1.47,1.83]	1.85**	[1.33,2.58]	1.74**	[1.28,2.37]
Household Mental Illness (Ref=no)						
	1.07	[0.94,1.22]	1.17	[0.74,1.86]	1.51*	[1.03,2.22]
Parental Separation or Divorce (Ref=no)						
	0.82**	[0.73,0.91]	1.01	[0.67,1.54]	1.16	[0.84,1.60]
Household Member Incarceration (Ref=no)						
	1.13*	[1.00,1.29]	0.84	[0.58,1.23]	0.96	[0.70,1.32]

Note: * p < 0.05, ** p < 0.01, *** p < 0.001

Discussion and Conclusions

Certain racial and ethnic minority groups have more odds present to face a break in family cohesion and structure due to many instances influenced by race, such as lack of access to quality treatment and fair justice rates when it comes to opioid use and rehabilitation. As a result, JIA have a higher odds rate to turn to opioid misuse.

Certain ACE scores in the household dysfunction domain were associated with a higher likelihood of 30-day OM. Family violence and household substance abuse* were shown to be statistically significant.

Regardless of race, JIA who encountered factors in the household dysfunction domain, accounted for higher rates of turning to opioid use. Those who encountered Family Violence had the highest main effect for future opioid use.

Acknowledgement

The National Institute on Drug Abuse supported this research under award number 1R01DA042679-01A1. Dr. Micah E. Johnson, PI, is supported by the SMART Lab.

turning brands into celebrity: the paparazzi effect on new age marketing

Case Study Example: Marketing Tactics Investigation for Personal Blog

- Market Research & Trend Analysis:** Conducted scholarly-level research on new-age marketing trends, launching an investigation on how brands leverage nostalgia, celebrity appeal, and influencer culture to engage audiences.
- Content Strategy:** Developed a narrative that explains complex marketing tactics, and highlighted how brands can turn products into "celebrities" through strategic campaigns.
- Branding & Partnerships:** Explored strategic use of influencer collaborations, showing how authentic, paparazzi-like content can create buzz and drive engagement.
- Creative Insights:** Demonstrated how blending aspirational and relatable elements enhances marketing effectiveness, offering actionable strategies for brands to follow.

Showcases skills in market research, strategic content creation, and partnership management—key for executing innovative marketing campaigns.

“MAINTAIN A TALENT DATABASE & TRACK EXPENSES”

Maintained both the budget and contacts for the African Student's Association and the How Bazar. Used Excel to create financial-focused reports for NCCER.



- Maintained contact lists and tracked budgets for events, ensuring efficient use of resources.
- Developed SQL and Excel-based financial tracking systems, improving budgeting accuracy.
- Managed event budgets, coordinating with vendors to align costs with expected ROI.

CROWN TROPHY
17518 Preserve Walk Lane
Tampa, FL. 33647
813-975-9000

Sales Order

Date: 10/28/2020

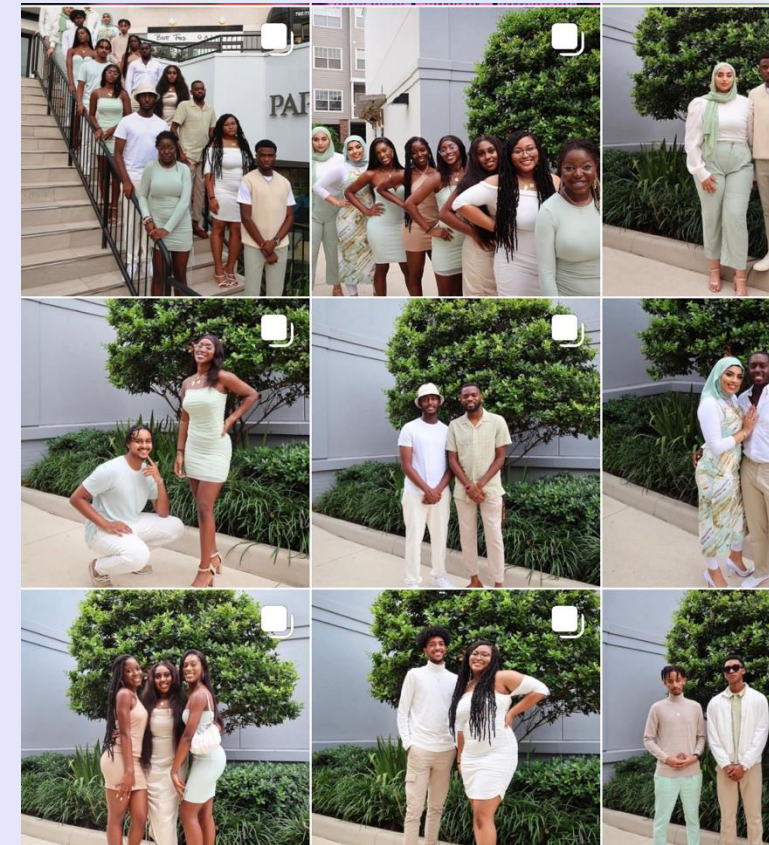
Name / Address	Ship To	PICK-UP DATE	Rep	Terms
USF African Student Assoc		10/29/2020	KDC	
		Via	Cust. P.O.	
		Pick Up		
		Proof	YES	

Item	Quantity	Description	Price Each
50	2	Ordered by: Ohemaa Peprah-Asante // paohemaa@gmail.com	
Mar2.5x7BL3H	2	2.5x7 Black Marble 3 Hole	0.25
Mar3x7.5BL3H	2	3x7.5 Black Marble 3 Hole	0.25
PTrophy50	2	50 Trophy Price 24" Trophy***	31.50
FinsGld6	2	6" Gold Insert Figure	1.00
Riser	2	Clear Diamond	0.00
Trim Piece	4	Gold 1st Place	0.00
FigureA	2	Gold (Beauty Queen - 1) (1 King)	0.00
Column	2	Gold Storm	0.00
FigureA	2	Loving Cup Gold	0.00
Insert Mylar	2	New Logo	0.00
TrEng5.75	2	Trophy Engraving 5.75 African Students Association Miss. Africa 2020-2021 African Students Association Mr. Africa 2020-2021 24" 2 Column Trophy With Figure, Riser, Insert Figure And 2 Trim	0.00
201	8		
PIMyIHolBlk2	8	2" gold Mylar Holder With Logo	9.95
PBVBr5x7	8	5x7 Brown Veneer Plaque Board	0.00
FBrAGld/Blk	8	Gold Flexi 2 for each category Mr Africa Pageant 2020-2021 People's Choice Award Mr Africa Pageant 2020-2021 Most Improved Award Mr Africa Pageant 2020-2021 Photogenic Award Mr and Miss Africa Pageant 2020-2021 Congeniality Award Miss Africa Pageant 2020-2021 People's Choice Award Miss Africa Pageant 2020-2021 Most Improved Award Miss Africa Pageant 2020-2021 Photogenic Award Miss Africa Pageant 2020-2021 Congeniality Award	0.00
PPlaque	8	Plaque Price	0.00

“SUPPORT IN-PERSON MARKETING EFFORTS”

Increased efforts of using the Executive Board as “influencers”. The personality of the officers became the brand and key to ASA’s success.

- Organized photoshoots, fashion shows, and events, creating engaging visual content for promotion.
- Coordinated marketing efforts during in-person events, enhancing on-site brand engagement.
- Facilitated community events, driving participation through strategic outreach.
- Used data from SMS engagement metrics to optimize marketing strategies, ensuring higher engagement during events.





Influencer Strategy: Used contestants as event influencers, leveraging their networks.

Event-Based Reveals: Introduced contestants at key events like the Date Auction to build anticipation.

Content Creation: Released trailers and Instagram stories to generate buzz and connect with audiences.

Engagement: "Get to Know the Contestants" stories increased audience interaction pre-event.



Case Study Example: ASA's Mr. and Mrs. Africa Pageant 2022

HOW I CAN FIT INTO YOUR TEAM

How my skills work with what your team is looking for:

I have experience in curating and managing marketing strategies and campaigns across social media, emails, and in-person marketing.

I have a solid background in building relationships between “influencers” and partners, an important skill to have when working in this field, as it has a strong focus on its collaborations with creators to garner brand reach.

I have shown to have extensive skills in the data realm and want to use the information found in data and analytics to inform our marketing decisions, making campaigns as effective as they can be.

Skilled in SQL, Excel, and Google Analytics, I utilize data to inform such decisions, helping brands optimize their outreach and achieve measurable growth.

I also have skills in creating content and/or managing content that can be used to create a relationship with target audiences, allowing for smooth storytelling to commence.

I would love to show you the skills that I can bring to the team and grow both as a person and a marketer and analyst as well.

Thank you for reading!

-Ohemaa



CONTACT ME!

CONTACT@OHEMAA.CLUB

