

OLUFUNLOLA (LOLA) AROWOLO, Ph.D.

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Data Analysis | Branding | Event Management | Media Relations

Highly driven marketing professional, skilled in data analyses, branding, event management, and media relations. Experience executing a B2C and B2B event marketing campaigns targeting large, varied publics as part of a general brand awareness strategy; or nuclear conglomerate of executives, as part of a focused multi-touch, strategic branding.

CORE COMPETENCIES

- | | | |
|-------------------------------------|---------|-------------|
| ✓ InDesign | ✓ AMOS | ✓ Photoshop |
| ✓ LaTeX | ✓ R | ✓ SABRE |
| ✓ CMS Platforms (Joomla, WordPress) | ✓ STATA | ✓ SALSA |
| ✓ SPSS | | |

EDUCATION

University of Louisiana at Lafayette

French; Minor in Mathematics

Dec. 2003

University of Louisiana at Lafayette

MBA; Minor in Economics

Dec. 2006

University of Louisiana at Lafayette

M.S., Mass Communication; Minor in French

Dec. 2009

The University of Texas at Dallas

PhD, Public Policy & Political Economy

Aug. 2019

Dissertation: <https://utd-ir.tdl.org/handle/10735.1/6864>

CERTIFICATIONS

The University of Texas at Dallas

Economic and Demographic Data Analysis Certificate

Aug. 2018

The University of Essex

Dynamic Modeling Course Completion Certificate

Aug. 2016

Johns Hopkins Bloomberg School of Public Health

R Programming Certification ID: G2XB949DQW

Oct. 2015

WEB DESIGN PROJECTS (Front-end)

NABIRM Global, LLC: www.nabirm.com
Geofunders: <http://scalingwhatworks.org/>
UNANCA: www.unanca.org
IcebergMint: www.icebergmint.com

PROFESSIONAL EXPERIENCE

U.S. Department of Education, Washington, D.C. (Telecommute)
Federal Student Aid - Student Experience & Aid Delivery (SEAD) | The Ombudsman Group

Management and Program Analyst (GS-13)

Oct. 2020 - Jan. 2022

Knowledge and Data Integrity Team (KDIT)

Oct. 2020 - July 2021

- Data Analyst on Team of five (5); received SQL training for NSLDS draws.
- Co-Chair for Standards & Practices Committee; rewrote charter for working group sanctioning, amongst other duties.
- FOIA Requests: Salesforce record-retrieval queries for document/record retention.
- Student Experience and Aid Delivery COVID-19: Executive Report: Weekly data updates, chart generation (using PivotTables).
- Blank field data updates for customer feedback submissions received via Feedback and Dispute Management System (FDMS), using National Student Loan Data System (NSLDS) and Salesforce.
- FDMS Manual: Editorial management.
- KDIT Manual: Development and editorial management; process report documentation.
- Case-by-case reviews for "Customer Listening" stakeholder and executive reports, and presentations.
- Quarterly report-writing/editing; quarterly data updates.
- DCC training and implementation - attend meetings tracking new system (Digital Customer Care) development and implementation.

Special Projects

July 2021 - Jan. 2022

- Manage report development and production, conduct analyses, formulate recommendations to support executive decision-making aimed at improving program effectiveness/customer experience.
- Work directly with Ombudsman to draft memos to the COO for escalated PSLF cases; contributed to draft ACS memo for Office of the Undersecretary (OUS).
- Wrote reports for the Office of the Undersecretary: Report-writing process involved: Salesforce queries to generate population data, sampling, qualitative assessments of generated samples, and quantitative analyses (descriptive statistics - using Tableau, PivotTables, and other Excel functions). Report topics included Administrative Wage Garnishment (AWG); servicer malpractice (ACS, specifically); and, PSLF.
- **Achievement:** PSLF Report contributed to October 6 Waiver announced nationwide in 2021; received end-of-year bonus for contribution.

Congressional Black Caucus Foundation, Inc. (Telecommute)

Reviewer (Service Role)

Spring 2020

- Assess applications of prospective interns and fellows seeking to work with Congressional Offices on Capitol Hill, using standardized rubric.
- Apply review rubric to ensure that candidates selected for real time legislative and public policy interactions with Congressional Representatives are prepared for rigorous professional development, training, networking, and mentoring.

NABIRM Global, LLC, Windhoek, Namibia

Global Brand & Marketing Manager

Sept. 2011 – Sept. 2019

Overseas: Windhoek, Namibia:

Sept. 2011 – Apr. 2012

- Built company website; designed marketing materials; created and edited all in-house and external communications programs, pamphlets and brochures.
- Responsible for organizing company launch; liaised with government officials, members of the diplomatic corps and national media; oversaw all public relations matters; Master of Ceremonies during official company launch.
- Managed human resources, including payroll and hiring of new staff members.

Remote: Carrollton, TX (part-time):

May 2012 – Sept. 2019

- Directed branding, event management, and media relations.
- Oversaw design-related projects (InDesign, Adobe Photoshop).
- Edited/updated company website.

Grantmakers for Effective Organizations (GEO), Washington, D.C.

Website Consultant (One-month contract)

Aug. 2011 – Sept. 2011

- Contracted to build "Scaling What Works" website (front-end scripting) for the Obama Administration's Social Innovation Fund.
- Structured the site and added functional deep-linking.
- Edited site content and graphics layout.

The Borgen Project - Washington, D.C.

Regional Director (volunteer position), 4th & 5th District of Maryland

Jan. 2011 – July 2011

- Oversaw communications with the Offices of U.S. Representatives and Senators about bills concerning the Project.
- Planned and coordinated advocacy efforts for the project with other regional directors and leaders, including organizing Capitol Hill visits to support House and Senate bills concerning the well-being of the disenfranchised in developing countries.
- Managed press releases; promoted events and organized meetings related to The Project in the Washington, D.C. area.

Bill & Melinda Gates Foundation (Tides Foundation) - Washington, D.C.
HYLEF Consultant (One-month contract) Oct. 2010 – Nov. 2010

- Contracted to write the Annual Review of the HIV Youth Leaders Fund (HYLF) Steering Committee for the 2011 grantees.
- Wrote several detailed reports on funding activities for HYLEF fiscal year.
- Developed the annual meeting report to serve as decision-making reference and guide for the Steering Committee.

University of Louisiana at Lafayette - Lafayette, LA Aug. 2006 - Dec. 2009

Office of International Affairs (OIA)
Graduate Assistant Aug. 2006 - Dec. 2008

- Event planning & coordination; logo design; program sponsor recruitment; special event budget management; also provided on-the-job training to co-workers.
- Re-structured and organized the International Friendship Program, which involved: leading and coaching new team members; website management; managing orientation activities; preparing quarterly newsletter.
- Authored message format of mass e-letters for weekly events used campus-wide and on social media.

Communications Department
Research and Teaching Assistant Jan. 2009 - Dec. 2009

- Taught public speaking courses to university students ranging from freshman to senior level.
- Oversaw social activities for Qatari exchange students in the entire exchange program semester.
- Earned Sigma Gamma Mu honor: "Service above and beyond call of duty on behalf of the USAID-Middle Eastern Partnership Initiative".

INTERNSHIPS

Miami-Dade County Office of Intergovernmental Affairs, Washington, D.C.
Intern, Communications Associate Mar. 2011 – June 2011

- Prepared federal resolution spreadsheets for prioritizing city-wide project funding opportunities.
- Wrote and edited Weekly Reports (for the Miami-Dade County governor's office) on the D.C. Office activities on Capitol Hill.
- Monitored news and press releases for federal regulations pertinent to Miami-Dade County.

United Nations Association of the National Capital Area (UNANCA),

Washington, D.C.

Communications and Media Program Assistant

Sept. 2010 – Jan. 2011

- Managed and edited website daily using Joomla, CitySoft, and SALSA Labs.
- Conceptualized, edited and disseminated the UN Express (e-newsletter) & UN Vision (flagship publication) using InDesign.
- Coordinated publication progress and authored annual reports, press releases, and other promotional materials.
- Facilitated UNA-NCA and UN-related event promotion to the D.C. community, academic institutions, and media for web and newsletter publication.
- Conducted interviews with prospective interns.

United Nations Office of the High Representative (UN-OHRLS), United Nations Headquarters - New York, NY

Intern, Communications Associate

June 2008 – Aug. 2008

- Assisted in planning and organizing UNAIDS conference.
- Researched and edited publication to guide program of actions implementation for least developed countries (LDCs) for decade 2001-2010.
- Wrote correspondences for the High Representative; drafted agenda for High Representative's bilateral meeting with world leaders at the 2008 World Summit opening of the 62nd General Assembly.
- Wrote speeches delivered by High Representative in the Second Committee of the General Assembly.
- Amended OHRLS publication on the effect of climate change on LDCs and Small Island Developing States (SIDS).

FEMA Call Center (Temporary Location: Conference Center) - Lafayette, LA

Intern

May 2004 – Aug 2004

- Administered survey-related calls to evaluate effectiveness of FEMA assistance to the victims of hurricanes Rita and Katrina

National Park Service - Lafayette, LA

Data Monitor

May 2004 – Aug 2004

- Edited and updated National Park website -- responsible for extensive updates and edits of the national park flora, fauna and animal database.
- Assisted web editor with ArcGIS implementation and research.
- Updated the national database for endangered plant and animal species.

PROFESSIONAL AFFILIATIONS

- **Red Cross - Photographer (Volunteer)**
- **United Nations Association of the National Capital Area**
- **Women in Cable Television (WICT)**
- **Peace and Development Network (PCDN)**
- **US Global Leadership Coalition (USGLC)**
- **The World Association of Former United Nations Interns and Fellows (WAFUNIF)**
- **Phi Beta Delta International Honor Society**

ADDITIONAL INFORMATION

Technical: STATA, R, LaTeX, AMOS, InDesign, CMS Platforms (Joomla, WordPress), Photoshop, SABRE, CitySoft, SALSA.

Languages: French, Yoruba.