

# Aurelie Msiza

(+27) 74-121-122 | [amsiza@nyit.edu](mailto:amsiza@nyit.edu)

## EDUCATION

### **Lincoln Memorial University - Harrogate, TN**

**August 2021 - 2024**

Bachelor of Science - B.S Computer Science & B.S Behavioral Science

### **New York Institute of Technology - Old Westbury, NY**

**March 2020 - 2021**

Bachelor of Science - B.S Computer Science & B.S Behavioral Science

GPA 3.7

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## SKILLS

**Software:** Adobe Photoshop, Adobe XD, Adobe Dreamweaver, Wordpress, Shopify

**Programming Languages:** Delphi, Java, Python, SQL

**Microsoft Office:** Word, PowerPoint, Excel, Outlook, Access

**Multilingual:** English, Afrikaans, Zulu, Sotho

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## EXPERIENCE

### **Orato World Media Inc, Office Administrator**

**March 2021 – Present**

- Gather, track, and maintain proper records of all employees to make accurate payroll transfers on a bi-weekly basis.
- Ensure proper payment & transfers to journalists, service providers, and professionals on a weekly, biweekly or monthly basis as required.
- Prepare and complete proper monthly bookkeeping records of all transactions using a software program for our out-of-house bookkeeper.
- Maintain current and update all relevant software programs.
- Provide the principal with technical support as required.
- Monthly reconciliation of three credit card statements.

### **Freelance Web Developer & Graphic Designer**

**January 2020 – Present**

- Created complex graphics and professional designs for a variety of businesses, organizations and professionals
- Provided web solutions and developed websites and web applications based on specific business needs
- Managed, maintained, and updated existing web sites for customers
- Produced websites using HTML, Dreamweaver, and Shopify that are standards-compliant and SEO optimized

### **Creative XChange, Marketing Intern**

**November 2020 – Present**

- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on competitors
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail, and web)
- Help distribute marketing materials

### **NN Home Decor, Personal Assistant**

**January 2016 – December 2019**

- Assessed executives' needs and requirements, formulated action plans to achieve them
- Collected and sorted mail, screened, and initiated telephone calls
- Maintained daily tasks list - Arranged meetings and made appointments with individuals on a priority basis

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## PROJECTS

### **We Write**

**March 2021**

- Revise, edit, proofread & optimize web content
- Work with cross-functionally to enhance the overall user experience of our platforms
- Own various design tasks involved in the web development life cycle from start to finish

### **Freelance E-Commerce Store Project: Chateau Allure**

**June 2020**

- Constructed Social media script links for planned campaigns, banners, and revamped product layout pages using web tools
- Updated website content on a daily basis
- Implemented web software such as traffic analyzers, banner programs, and onsite SEO

## **Twenty First Century African Youth Movement**

**May 2020**

- Managed a team of 30 volunteers
- Provided detailed analysis of website traffic from various marketing sources
- Innovated SEO techniques through analysis of traffic and search engine trends
- Managed Twitter and Facebook feeds maintaining a steady flow of content and engagement with followers
- Maintained all business relationships with outside vendors and developers, ensuring all parties continue to meet project deliverables, including budget
- Analyzed presentations and market data presented by owners

## **Refugee Welfare Association of Cameroon**

**May 2020**

- Revised and improved a business plan
- Managed appointments, coordinated meetings and company events including logistics, agendas, and - technologies
- Review website development content navigation daily to ensure click results are working according to - Specifications, including optimal site positioning on social media for content, channeled viewership
- Maintained all business relationships with outside vendors and developers, ensuring all parties continue to meet project deliverables, including budget
- Analyzed presentations and market data presented by owners

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## **LEADERSHIP**

### **Miss Virtual Africa 2021**

#### **New York Institute of Tech Black Student Union Secretary & Freshman Representative**

- Obtains appropriate facilities for organization activities
- Prepares an agenda with the President for all meetings
- Maintains organizational records, storage, and office
- Handles all official correspondence of the organization

#### **New York Institute of Tech College of Engineering & Computer Sciences Senator**

- Represent the needs, concerns, and ideas of the students in my faculty

#### **Lincoln Memorial University RAILS Representative**

- Recruitment And Interactive Leadership Students represent LMU and help introduce prospective students and their families to the Railsplitter Nation.

#### **Society of Women Engineers**

- Member

#### **Model United Nations South African Representative**

