

# Demi Ayeye

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## EDUCATION

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New York University - GPA: 3.77/4.0  
Bachelor of Science in Media, Culture and Communications, University Honors Scholar  
New York, NY  
May 2022

## WORK EXPERIENCE

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**AlphaSights** **New York, NY**  
Content Associate October 2022 – Present

- Coordinated the end-to-end process of recruiting, production, publishing, and sales of 23 event panels/month generating ~\$100K in revenue, completing 90% of panels within budget
- Formulated a team negotiation initiative resulting in savings of \$8k/month and optimized content through market insights-based decisions
- Maintained accuracy of over 20 transcripts each month; successfully delivered products to clients with a 98% on-time rate

Client Services Associate July 2022 – Sept 2022

- Spearheaded cold outreach tactics to recruit over 300 new experts, contributing to 40% YOY revenue growth
- Developed outreach and referral program content to identify, scout, and recruit subject matter experts from a variety of backgrounds contributing to the 40% YOY increase in AlphaSights' internal network
- Executed multiple targeted cold outreach campaigns to source high-quality SMEs, resulting in a 10% increase in team take rate; collaborated with investment banking, consulting, and corporate clients to drive successful outcomes.

**New York University** **New York, NY**  
Residential Assistant August 2021 – May 2022

- Implemented and executed monthly events, programs, initiatives and activities across 200 residents, promoting community engagement and social interaction among residents
- Increased attendee registration for events through specialized marketing tactics including content curation & email marketing, resulting in a 10% increase in registration
- Orchestrated smooth building operations by overseeing mail distribution and facilities management, leading to improved efficiency with 15% reduced resources.

**Leo Burnett Lagos** **Lagos, Nigeria**  
Creative Strategy Intern May 2021 – June 2021

- Collaborated with Head of Strategy to develop market-forward & creative briefs for FMCG, Fintech & QSR campaigns, raising the production value by 30%
- Organized & communicated project updates to all account managers, creatives & PR teams with 100% accuracy while tracking project status and updates
- Provided data visualization centered on focus group findings & built client pitch decks within an average timeline of 10 days, increasing team efficiency by 5%

**International Facilities Services Limited** **Lagos, Nigeria**  
Business Communications Intern/Event Program Coordinator June 2020 – August 2020/May 2021

- Authored newsletter articles and implemented successful marketing techniques that resulted in a 5x increase in event registration while managing the digital marketing budget
- Created & managed targeted social media campaigns to promote the organization's programs on multiple platforms, driving additional >5,000 engagement views and expanding audience reach by 11%
- Organized successful program briefings with pertinent stakeholders through effective communication of all organizational goals & objectives which resulted in 100% satisfactory completion of the 2-month project

## AWARDS, AFFILIATIONS, CLUBS & VOLUNTEER WORK

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NYU Steinhardt Class of 2022 Graduation Speaker May 2022  
Residential Assistant Council Representative September 2021- January 2022  
International Programming, Events and Advocacy Committee August 2020 – August 2021  
NYU LabCast Podcast - Student Co-host March 2019 – December 2020

## SKILLS & INTERESTS

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**Language Skills:** Fluent in English & Yoruba; Conversational in French.  
**Technical Skills:** Proficient in MS Suite (PowerPoint, Word & Excel), Proficient in Creative writing & Copywriting, Media monitoring, Pitch-deck drafting, Market research, Project management, Business negotiation, Marketing, and Promotion, Email Marketing, Recruitment, Campaign development and design, Community Engagement, and Data Visualization