

Asia Dawson

316-207-2108 • asia.dawson@dillard.edu • www.linkedin.com/in/asiadawson
2601 Gentilly Blvd • New Orleans, Louisiana 70122

EDUCATION & CERTIFICATIONS

Dillard University | 2022 - Present | GPA: 3.492

B.S of Financial Economics
Relevant Coursework: Macroeconomics/ Micro,
Principle of Finance and Accounting, Money & Banking

Wichita East High School | 2018 - 2022

3.8 GPA, Honor Roll Student

Grow with Google Certified

EXTRACURRICULAR ACTIVITIES/ EXPERIENCE

- NABA Member
- Dillard University Accounting Club
- Paper trading
- Department of Veteran Affairs, Pharmacy Department
- Christian Hygiene Drive/Clinic
- Microsoft Word & Excel, Google Docs, Final Cut Pro, Canva, Google Scholar, Procreate, ChatGBT

PROFESSIONAL EXPERIENCE

A & A Properties Intern (Summer 2024)

- Search for distressed houses needing restoration by analyzing property records, market data, and physical appearance
- Value properties based on comparable houses in the area, enhancing analytical abilities and local market knowledge.

JECohen Fellowship Program (August 2024)

- Participated in the inaugural JECohen Fellowship Program, which included a one-day summit focused on wealth management, real estate, and venture capital. Gained insights into JECohen's investment strategies and engaged with the JECohen team, as well as a prominent speaker in venture capital. Completed a business case study and toured investment properties to understand market dynamics.

YouTube (2015-Present)

Social Media Influencer

- Maintain social media accounts by keeping content engaging, authentic, and entertaining.
- Produce and edit engaging content with a cumulative viewership of over 10 million across various platforms.
- Conceptualize and execute multimedia projects, consistently meeting or exceeding client expectations.
- Demonstrate proficiency in video editing software, achieving an increase in post-production efficiency.
- Help brands and companies develop advertisements and social media posts to promote their businesses.
- Establish connections with fellow brand ambassadors and influencers to support the development of social media strategies.

Artproject.co LLC (July 2023 - Present)

Business owner of Merchandise Brand / CEO

- Manage the financial aspects including budgeting, financial forecasting, and expense management.
- Conduct bookkeeping and record-keeping, maintaining accurate and organized financial records.
- Utilize strategic marketing initiatives, leading to increased online sales within the first six months.
- Foster client relationships, resulting in an increase in repeat business and positive customer feedback
- Successfully established Artproject.co LLC, overseeing all business operations and brand development aspects.

McConnell AFB Commissary (Summer 2019 - 2020, Summer 2024)

Customer Service Associate/ Bagger

- Provide excellent customer service, resulting in a consistent customer satisfaction rating.
- Demonstrate strong organizational skills, contributing to a reduction in customer wait times.

Manager of Personal and Business Financials Account (August 2022 - Present)

- Effectively co-manage financial accounts, ensuring accurate record-keeping and compliance with tax regulations.
- Develop and implement financial strategies, resulting in a reduction in tax liabilities.
- Conduct regular financial analysis, identifying and avoiding potential tax risks
- Keeping receipts for tax write offs

Dillard University Women's Basketball (2022 - Present)

Student Athlete

- Demonstrate exceptional teamwork, leadership, and time management skills as a student-athlete.
- Maintain a strong academic record while actively contributing to the success of the basketball team
- Active Community Service in the city of New Orleans

SKILLS

- | | |
|----------------------|-------------------|
| • Strategic Planning | • Self-Starter |
| • Leadership | • AI Prompting |
| • Content Creation | • Visual Design |
| • Teamwork | • Teamwork skills |
| • Customer Service | |