

NYLA S. DEMPS

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EDUCATION

Emory University, College of Arts & Sciences

B.S. Quantitative Science on Political Science Track (Pre-Law)

Minor: Business

Atlanta, GA

May 2025

Cristo Rey Philadelphia High School – College Prep + Work Study Program

Philadelphia, PA

WORK EXPERIENCE

TruDiary

Marketing & Communication Intern

Atlanta, GA

May 2022 – September 2022

- Analyzed materials on maternal mortality crisis and disparities among minority groups in Georgia and Alabama
- Developed and executed social media strategy, resulting in 200% growth in user engagement
- Interviewed a population of community members weekly to assess the needs of underrepresented women and leverage data to offer relevant prenatal resources to expecting parents
- Enhanced website layout and accessibility using WordPress and WIX
- Participated in weekly collaborative internship programming through Emory University, Center for Civic Innovation, and Georgia Tech's Serve-Learn-Sustain

Philadelphia Works

Operations Intern

Philadelphia, PA

July 2021 – August 2021

- Brainstormed initiatives to reinforce the City of Philadelphia's economic development goals
- Leveraged Philadelphia's labor market data sets to generate recommendations for streamlining RFP approval process for 3 local organizations
- Provided in-depth feedback on career modules to enhance user experience
- Researched advertising techniques to improve outreach of social media ad campaigns across Philadelphia

Comcast

Content Acquisition Intern

Philadelphia, PA

August 2017 – May 2021

- Worked as lead consultant on content consumption/viewership and digital marketing for small businesses, helping Comcast amplify Peacock and Comcast Rise services
- Developed database to track and monitor competitive carriage of vMVPD programming services
- Reviewed New Media contracts and updated key reports
- Conducted research on topics such as 4K TV & Sky TV and presented PowerPoint to senior leadership team

LEADERSHIP & COMMUNITY INVOLVEMENT

Emory University – Advancement and Alumni Engagement

Diversity & Inclusion Engagement Intern

Atlanta, GA

September 2022 – Present

- Provides support to DEI Director by advancing Emory Alumni Association initiatives through coordinating key networking events via alumni outreach as well as managing procurement of school merchandise for these events
- Manages social media content and materials for related DEI topics and identity groups

Emory NAACP

Employment and Economic Empowerment Committee Chair

August 2022 – Present

- Research local laws and programs to increase employment and economic opportunities for NAACP's target audience
- Lead team of 2+ committee members and contribute support to Emory NAACP's voting and committee initiatives
- Coordinated resume workshop for 40+ Emory students with support of 9 Emory alum

First-Generation Low-Income Partnership

Treasurer

May 2022 – Present

- Cultivate cross-functional team relationships to improve budget management and overall expense tracking

ACTIVITIES & SKILLS

Campus Activities: 1915 Scholars Program (Mentor); STEM Pathways (Participant); Circle K (Volunteer); HER Campus (Writer); Black Student Alliance (Member)

Certifications: Bloomberg Market Concepts (June 2022); Google Data Analytics (September 2022)

Systems Knowledge: Microsoft Office Suite; Canva; WordPress; WIX; R (Programming Language)