

Bethlehem Teka

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EDUCATION

Bethel University Saint Paul, MN Bachelor of Arts in Business- Marketing December 2021

University of Stellenbosch South Africa Cape Town, SA Year-long study abroad student through American Institute for Foreign Study (AIFS) 2019 – 2020 school year. Created videos using iMovie documenting my experience.

WORK EXPERIENCE

Management Lab Fellow

The BrandLab

Minneapolis, MN

June 2022- Present

• Currently serving in an 8-month fellowship. Gaining hands-on experience with 3 world-class agencies and corporations. Fulfilling rotations with Wunderman and Optum.

• **Brand Team Fellow | The Brand Lab**

Minneapolis, MN

Optum

October 2022- Present

- Assisting with development and promotion for Optum's podcast, "Until It's Fixed," which has more than 100,000 unique listeners
- Support test-and-learn social media and content promotion projects for the show hosts and guests
- Work closely with internal communications partners to maximize the socialization of the podcast with enterprise employees

• **Project Manager | The Brand Lab**

Minneapolis, MN

Wunderman Thompson

June 2022- October 2022

- Led teams to build and deliver 6 vendor funded email campaigns for Best Buy
- Collaborated with various teams to ensure quality delivery
- Led cross-functional teams to build and deliver over 10 paid digital displays

Loan Servicing Intern

Tradition Capital Bank

Edina, MN

June 2021- June 2022

- Worked on several projects for multiple different departments
- Adapted quickly to work in a fast-paced environment with changing regulations
- Handled secondary market loan documents needed in the system

Intern

Upturnships

Minneapolis, MN

June 2021- June 2022

- Selected from a competitive pool of over 100 students of highly motivated individuals
- Gained 50+ hours of career and professional readiness from those in various fields
- Practiced career skills and learned about key strengths as an employee

OTHER EXPERIENCES

Students for Minnesota Education Reform (Our Turn)

Student-run nonprofit

Saint Paul, MN

November 2018- June 2020

- Analyzed data containing a suspension of students in the MPLS school district
- Proposed a resolution that addressed the problem to the city council that received approval
- Executed on presentation plan which resulted in a new resolution to address the suspension issue

SKILLS:

- Workfront
- Search Engine Optimization
- Customer Relationship Management
- Social media