

Daniel Ojo

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An ambitious and strategic problem-solver with 6 years of accelerated experience in public affairs, government, project management, client relationship management, digital brand strategy, guerilla marketing, and innovative marketing campaigns. Demonstrates strong competence in cross-functional collaboration to achieve project goals

Education

Cornell University- Master's in Public Administration, Human Rights and Social Policy, 2021-2023

- Relevant Coursework: Consulting for Government and Non-Profits, Effective Policy Writing, Corporate Social Responsibility, International Human Rights

Princeton University- Certification in Public Policy and International Affairs 2020

- Relevant Coursework: Global Systemic Risk, Statistics

University of North Texas, Bachelors of Arts, Political Science 2017-2021

- Relevant Coursework: Political Research, African Politics, Impact of Culture on Individuals Society.

Publication(s)

Does Democracy Affect Response to COVID-19?, Public Policy and International Affairs Fellowship, Princeton University 2020

- Cross-examined policy scores of several countries and the number of COVID-19 cases to establish link between levels of democracy and SARS-Cov-2 government response.

Professional Experience

Director of Cultural Insights and Brand Strategy | JUV Consulting | Dec 2023- Jan 2024

- Standardize and implement company-wide methodology for all strategic projects across diverse client portfolios by utilizing socio-cultural analysis to translate proprietary research insights into compelling strategic recommendations, cultural intelligence briefs, and captivating creative concepts for high-profile clients.

Director of Impact Strategy and Culture | JUV Consulting | Jan 2023- Dec 2023

- Achieved 30% of new business sales within Fortune 500 companies for our client portfolio by proactively identifying and engaging target clients, while providing strategic directions, cultural intelligence briefs, and innovative brand strategy suggestions tailored to captivate and engage the Gen Z audience
- Lead the development and programming execution for ZCON, the first ever major Gen Z lead conference, added all created off-site social impact programming for the ZCON "Day of Action"
- Directed events, creative and influencer marketing strategy 13 + prominent brands including, Meta, e.l.f beauty, LVMH brands, Unilever Brand, L'Oreal Brands and GoFundMe
- Increased Gen Z's voice and brand awareness for clients by designing and leading various social media marketing initiatives, 30+ influencer marketing campaigns that increase brand engagement
- Lead 5 strategy-drive RFPs resulting in new business with clients such as Ogilivy, Dove and T-Mobile

Associate Director of Social Impact | JUV Consulting | Mar. 2022- Dec 2022

- Standardized company's methodology for creating multicultural marketing, social impact, and ESG initiatives for clients
- Orchestrated creative strategies and socially conscious campaigns in collaboration with C-Suite executives resulting in a 16% uplift in sales through innovative pitches for Fortune 500 clients.
- Lead external DEI communications and crisis response management for brands including SCJohnson Company

- Enhanced workplace culture by focusing on Equity, Diversity, Inclusion, and Belonging (EDIB/DEI), successfully uplifting employee satisfaction by 32% through data-driven initiatives and education.
- Produced and directed META's United Nation's COP 27 marketing activation campaign and received 10M impressions

Diversity, Equity, and Inclusion Fellow | Cornell University | Oct. 2021- Oct. 2022

- Plan topical events and develop new resource materials to enhance graduate student community knowledge as it relates to diversity equity, inclusion, and belonging.
- Liaised dialogue between administration and students to relay concerns, programmatic offerings, questions, successes, and goals.
- Create, implement, and execute innovative diversity solutions for retention using university acumen and industry expertise.

Strategic Consultant | Young Leader Strong City | Nov. 2020- Mar. 2022

- Conduct risk assessment and research on analysis on student achievement trends and socio-political climate And legal landscape to address educational inequity in K-12 education.
- Facilitate diversity, equity, and inclusion training for members of Dallas-Fort Worth public school system to educate students and educators on topics of race, ethnicity, gender, and sexual identity.
- Source, hire, and manage talent for annual summit for over 200 students and community members in the Dallas-Fort Worth Metroplex.

Race Equity and Inclusion Intern | Vera Institute of Justice | Oct. 2021- Feb 2022

- Collaborate cross-functionally across the organization to operationalize the Race, Equity, and Inclusion Action Plan.
- Assist in preparing communications for the Institute to elevate community engagement in diversity, equity, inclusion and belonging initiatives
- Produce cohesive reports and monthly newsletters on the progress of the REI Action Plan and the impact on Vera's community.

Congressional Intern | U.S House of Representatives | Aug. 2020- Feb 2021

- Produced policy and cosponsored recommendations on newly introduced legislation for the congressman to support.
- Attended meetings, hearings, and briefings to keep congressional office and constituents informed about current legislative issues.
- Facilitated correspondence to constituents to provide resolutions to their ongoing difficulties with various federal agencies.

Presentations

Green Jobs & Gen Z: The Future of Work

South By Southwest Conference | Austin 2024

Topic: *Developments and concerns around the future of work for Generation Z caused by the climate crisis*

Mobilizing Youth Opinion for Change

Financial Services Volunteer Corp | Luanda 2023

Topic: *How to leverage digital platforms and the emerging creator economy to combat government corruption in Angola*

“The Internet Raised Me” Sponsored by Dove

ZCON | Los Angeles 2023

Topic: *Understanding the impact social media had on Generation Z’s coming of age experiences*

Analysis of the United Nations Programme Evaluation of the Ogoniland Clean Up Project

United Nations | 2023

Topic: *The pitfalls of the UNEP’s Ogoniland Clean Up Project and why neocolonialism is to blame*

Media Impact on Adolescent Health and Behavior

New York University | New York City 2023

Topic: *Identifying and remedying global health implications for adolescent mental health and behavior caused by the media*

Real Talk: The Indigenous History of Cornell University

Cornell University | Ithaca 2022

Topic: *Contextualizing and remedying the creation of Cornell University and its role in Indigenous dispossession*

Technical Skills

- Stata Computing,
- R Statistical Computing,
- Hubspot
- G-Suite
- Office 360
- Yoruba (Advanced-Mid Proficiency)
- Spanish (Advanced-Low Proficiency)

Core Competencies

- Data Analysis
- Public Affairs
- Project Management,
- Team Leadership,
- Multicultural Marketing,
- Social Media Management,
- Brand Marketing
- Account Management

Key Brands: Starbucks, Mondelez, Oreos, Sour Patch Kids META, L’Oreal, Marc Jacobs, GoFundMe, SCJohnson, Coach, IKEA, Kérastase