

# JADYN MENSAH

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## EDUCATION

### **University of Delaware**

Newark, DE

*College of Arts and Sciences*

May 2025

Bachelor of Arts

Major: Communication Concentration in Public Relations, Minor: Business Administration

Relevant Coursework: Finance, Accounting, Business Administration, Communication and Interpersonal behavior, Philosophy of Communication, Media and Society, Information and Technology

## RELEVANT WORK EXPERIENCE

### **University of Delaware Student Athletic Center**

Newark, DE

*Associate*

September 2022 - Present

- Manage appearances for university athletes at school events.
- Conducted market research to highlight trends to enhance fan engagement with the basketball team.
- Facilitated a 30% increase in customer satisfaction.
- Collaborated with the volleyball team to create intriguing content for promotional materials and activities.

### **Thematic**

Remote

*Business Development Extern*

August 2023 - October 2023

- Experienced the ground floor of a new AI-driven startup service connecting filmmakers and musicians to the company.
- Assisted with potential growth opportunities for the company.
- Analyzed Thematic's market position and ideal customer persona to source YouTube creators.
- Analyzed data, researched and evaluated information for music artists who would be a good fit.

### **University of Delaware - Ruffalo Noel Levitz**

Newark, DE

*Engagement Ambassador*

February 2023-Present

- Connect with university's alumni, parents and raised funds by 25% so far.
- Promote learning by engaging students in various professional development experiences

## LEADERSHIP ACTIVITIES

### **University of Delaware, CAS Peer Mentor**

Newark, DE

*Mentor*

August 2022 - Present

- Mentor freshmen who struggle with campus life and academics.
- Provided 1:1 weekly sessions to three students per semester to assist students with identifying their goals in various. aspects throughout their first year of college.
- Assist them with social abilities and introduce them to facilities on campus.

### **National Association of Black Accountants (NABA)**

Newark, DE

*Member*

August 2024 - Present

- Participate in workshops and networking events focused on professional development.

## **Delaware African Student Association**

Newark, DE

*Assistant Philanthropy Chair*

May 2024 - Present

- Organize philanthropic events, raising awareness and funds for relevant causes.
- Assist in managing the association's outreach and volunteer efforts.

## **STEP UP DE**

Newark, DE

*Vice President /Mentor*

April 2023 - Present

- Empowering the underrepresented youth in Delaware through mentorship and academic enrichment.
- Helping local high school students achieve their academic/life goals before college.
- Create new initiatives and incentives for the organization.
- Active recruitment of other general members who can join the organization as volunteers.
- Lead organizational meetings and initiatives to foster engagement and development.
- Collaborate with executive board to plan and execute community service events.

## **SKILLS**

Leadership skills, Organizational Skills, Team Player, Detail Oriented, Dedicated Learner, Critical Thinking  
Public Relations, Research Skills, Proficient in Office 365, Bilingual (English and Twi)