

FATMATA KOROMA

11402 LAKE ARBOR WAY • BOWIE, MD 20721
240-501-7751 • FATMATAN.KOROMA@GMAIL.COM

EDUCATION

University of Pittsburgh, College of Business Administration

April 2012

Bachelor of Science in Business Administration: General Management; Human Resources & Marketing

University of Maryland University College

August 2018

Masters of Science in Management- Human Resources

PROFESSIONAL EXPERIENCE

University of Pittsburgh, Office of Admissions and Financial Aid, Pittsburgh, PA

Enrollment Services Manager for D.C., Maryland, and Virginia

August 2015- Present

- Identify and recruit qualified candidates from the D.C. Maryland, and Northern Virginia territories (2400+ applicants annually)
- Represent the University as a presenter or panelist at over 120 recruitment and enrollment outreach events annually including high school visits, college fairs, workshops, panels, and conferences
- Serve as a member of the admissions committee, providing holistic reviews of freshman applications and making admissions decisions consistent with university goals on a rolling basis
- Supported the increase of student applications and yield in the territory by 16%, and 24% respectively
- Provide various forms of counseling, consultation, and advocacy services to prospect students and their families as well as high school, community college, and community based organization counselors
- Cultivate relationships in the region as the primary contact for all prospective students, families, and counselors in the territory
- Plan and execute recruitment, engagement, and outreach events and activities in the territory

CEB, Washington, D.C.

October 2014- May 2015

Research Analyst

- Contributed to quantitative and qualitative research, including survey design, execution, and interpretation
- Created guidebooks and templates to help executives implement best solutions to business challenges in the Legal department
- Participated in research interviews to develop case studies and data reports that changed the perspective and actions of executives

Live It Learn It, Washington, D.C.

September 2013 – August 2014

Public Allies Fellow and AmeriCorps Member

- Produced a documentary capturing students' classroom and field trip experiences with LILI for the 2015 marketing campaign
- Designed 30 Impact Report Templates to illustrate program effectiveness at partner elementary schools
- Collected post-survey results to analyze curriculum success to ensure programs meet student proficiency targets

University of Pittsburgh, Office of Institutional Advancement

March 2012 - August 2012

Donor Relations Intern

- Prepared, proofread, and analyzed executive communications in an effort to maintain relationships with current donors
- Assisted in the creation of customized stewardship packages to commemorate donor achievements and build goodwill
- Reviewed donors' giving histories and assigned candidates to designated recognition societies to ensure accuracy of online databases

Institute for Entrepreneurial Excellence, Small Business Development Center

September 2010 - December 2011

Junior Consultant

- Designed 25 custom marketing plans for small businesses and provided dedicated advisory support to over 20 entrepreneurs
- Facilitated consultations with entrepreneurs to realize client goals, researched leading marketing practices, prepared client presentations
- Enhanced business performance by presenting innovative, creative and actionable solutions in the areas of management and marketing

PNC Financial Services Group, Human Resources, Pittsburgh, PA

June 2011 - August 2011

Diversity and Inclusion Intern

- Created content for the Diversity and Inclusion's online and internal sites; maintained intranet compliance
- Created a Customer Opportunity Analysis, focusing on driving revenue through diversity in four major cities nationwide
- Analyzed qualitative and quantitative industry data to present a Location Feasibility Study to the PNC Executive Committee

Macy's National Store Management Internship Program, Arlington, VA

June 2010 - August 2010

Junior Manager of Men's Collections Intern

- Trained 15 Men's Department Associates on MAGIC selling principles and delivered high quality customer service experiences
- Implemented sales initiatives to drive the sale of items with low sales; plans included suggestive selling and featuring merchandise

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PROFESSIONAL ACTIVITIES

Mid-Atlantic Regional Counselor Association Member	2015- Present
Potomac & Chesapeake Association for College Admission Counseling (PCACAC) member	2015- Present
<ul style="list-style-type: none">• PCACAC Current Trends and Future Issues Committee Member	2016- Present
<ul style="list-style-type: none">• PCACAC 13th Annual Summer Institute Participant	July 2016
<ul style="list-style-type: none">• PCACAC Member Highlight	May 2017
<ul style="list-style-type: none">• PCACAC Annual Conference Presenter	
Pre-Conference Equity Collaborative Workshop “ <i>Being Effective Allies</i> ”	April 2017
“PCACAC Equity Collaborative: Diversity, Equity, and Opportunity in Education”	May 2018
Anchor Talk “ <i>There is Power in the Second-Choice College Story...</i> ”	May 2018
Intended Topic-“ <i>Do More Than Inform: Best Practices for your Session</i> ”	May 2019

LEADERSHIP

TI.MA Made	November 2006- Present
<ul style="list-style-type: none">• Founder and artist of a creative art venture specializing in wood burnings, acrylic and oil paintings and metal works	
STILLGOING, Washington, D.C.	May 2015- 2016
Program Manager	
<ul style="list-style-type: none">• Oversee multiple creative projects to ensure the launch of new meditating app and accomplishment of strategic objectives	
Public Allies, Washington, D.C.	September 2013- June 2014
Apprentice and AmeriCorps Member	
<ul style="list-style-type: none">• Connected 12 local nonprofit organizations to plan and host the H Street Health Fair to increase community partnerships• Led “Life Textures” a visual arts workshop, designed to promote self-reflection, for 50 Allies from D.C. and Pittsburgh	
Hesselbein Student Leadership Summit, University of Pittsburgh	July 2012
Student Leader and University Ambassador	
Delta Sigma Theta Sorority, Inc., Mu Chapter	April 2011 - April 2012
Heritage and Archives Chair	
Office of Residence Life, University of Pittsburgh	August 2009 - April 2011
Entrepreneurial Living Learning Community, Resident Assistant	
International Youth Leadership Conference in Prague, Czech Republic	July 2011
United States Representative	