

ABEL SAMSON

Silver Spring, MD | (240) 351-6624 | abelsam98@gmail.com

EDUCATION

Bachelor's Degree, Business Management Major & Communications Minor

University of Maryland Global Campus – Aug 2024 – Dec 2025 (GPA - 3.75)

Associate's Degree in Liberal Arts – Business Focus

Middlesex County College, New Jersey – Sep 2018 – Jun 2020

EXPERIENCE

Junior Consultant (Internship)

Busara Advisors, Remote – June 2026 – August 2026

- Conduct due diligence on African companies, investors, and executives to support strategic partnership and investment research.
- Research markets, organizations, and industry trends to produce actionable insights for business development and stakeholder engagement.

Capital Deal Sourcing & Start Up Analysis (Externship)

Mangusta, Remote – Feb 2026 – April 2026

- Completed due diligence on potential investment opportunities, analyzing company data such as fundraising history, team composition, press coverage and technology
- Leveraged AI Tools for market research, creating synthesis reports on market size, industry trends, and growth potential to guide strategic investment decisions, culminating in a professional investment memo

Consumer Behavior & Market Analyst (Externship)

Expedia Group, Remote – February 2025 – May 2025

- Designed and analyzed a sponsored travel content survey of 16 respondents, uncovering how storytelling and user-generated content influence trust and early-stage travel decisions.
- Synthesized qualitative and quantitative insights into dashboards and presentations, highlighting that human-centered narratives outperform promotional messaging in influencing interest and itinerary planning.
- Presented findings and strategic recommendations to the Head of Strategy, highlighting opportunities for Expedia to engage travelers earlier by guiding motivation and purpose, not just bookings.

Sales Representative

Verizon, MD – July 2024 – February 2025

- Exceeded sales goals by 40% - identifying customer needs and offering tailored communication plans.

Digital Marketing & Reservations Executive

Magnolia Hotel & Conference Center, Addis Ababa – July 2021 – May 2024

- Developed and executed digital content and campaign strategies across social, website, OTA, and in-person channels, contributing to over 100% growth in hotel visibility and bookings.
- Managed B2B and B2C reservation systems across direct, OTA, GDS, and front-desk interactions, supporting guests with tours and booking decisions while optimizing pricing and availability.

SKILLS

- | | | |
|------------------------------|---|------------------------------------|
| • Consumer Behavior Analysis | • Digital Marketing Strategy | • Customer Experience Optimization |
| • Market & Revenue Strategy | • AI Tools for Research & Strategy | • Cross-Cultural Communication |
| • Strategic Storytelling | • Qualitative and Quantitative Analysis | • Sales Strategy |

CERTIFICATIONS & ADDITIONAL INFO

Digital Marketing Specialization – University of Illinois Urbana-Champaign (Coursera)

Tools – ChatGPT, Perplexity, Lindy, Canva, CRM & Marketing Automation (Manychat, Mailchimp, Guestflip, Travelbook)

Athletics – Division III Soccer Athlete – Middlesex College

Registered Behavior Technician (RBT) – Certification in Progress

IATA Foundation in Travel & Tourism – IATA Training

Galileo Reservations & Fares – Ethiopian Airlines

Languages – Amharic (Fluent), French (Novice)

Work Study – Bonner Leadership Program

