

TERRI NWANMA

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EDUCATION

Howard University — Ph.D., Psychology (In Progress)

Washington, DC | 2026–2030

Northeastern University — MPS, Data Analytics

Portland, ME | May 2025

Concentrations: Statistical Modeling & AI

Colby College — BA, Economics (Honors) & Psychology

Waterville, ME | May 2022

Honors: UN Millennium Fellow (2022) · United World College Davis Scholar (2018)

PROFESSIONAL EXPERIENCE

AMO Talent Group — Talent Manager

2026–Present

- Manage a full portfolio of creator clients: negotiate brand-partnership rates and deal terms, and lead strategy development from pitch through execution.
- Build 90-day growth and content strategy plans per client, converting platform performance data into concrete positioning and revenue decisions.
- Lead client-facing strategy engagements, including advising an arts organization through a nonprofit-to-for-profit business model transition.

Roux Analytics for Social Good — Strategy Committee Member

Portland, ME | Oct 2023–Present

- Conducted econometric and financial health analyses of Maine hospitals in collaboration with Maine DHHS, evaluating reimbursement structures, rural hospital closures, and COVID-era funding mechanisms.
- Built time-series forecasting and regression models to project service demand and identify cost drivers for nonprofit and public-sector partners serving food-insecure families.
- Collaborated with nonprofit partners to translate community needs into actionable shared workflows, tracking engagement quality to guide future direction.

Major League Baseball — Project Coordinator

New York, NY | July 2022–April 2023

- Built cross-functional project management infrastructure across strategy, production, and analytics teams, improving delivery efficiency across 50+ annual campaigns.
- Analyzed audience engagement and content performance data across demographics to inform strategic pivots and define retention KPIs.
- Supported coordination on a Webby Award-winning documentary miniseries on the Negro Leagues.

Bolden Skincare — Partnerships Manager

Boston, MA | July 2022–April 2023

- Oversaw influencer ROI analysis, budget tracking, and campaign profitability metrics for a Black women-owned consumer brand.
- Launched an Insider Program driving UGC generation from 100+ creators, strengthening community and lowering content acquisition cost.

Happy Sneeze — Research Intern

New York, NY | June–August 2024

- Led end-to-end consumer research on menopause care — outreach, qualitative interviews, and segmentation analysis — informing pricing and product strategy in a stigmatized, underserved market.

ADDITIONAL EXPERIENCE & PROJECTS

Lead, AI-Driven Parametric Insurance Venture — Roux Startup Club

Northeastern University | 2024

- Designed a climate-focused, rural parametric insurance concept using global diaspora remittances as a funding and distribution channel, giving overseas immigrant communities a way to protect assets against climate-related loss in a market that has historically excluded them.
- Applied AI-driven risk and trigger modeling to structure automated, data-based payout conditions, reducing reliance on slow claims processes and building trust with a population wary of formal financial institutions.
- Directed a distributed, multi-campus team using remote project management practices to take the concept from research through a full investor-style pitch.
- Reached the finals of a global, multi-campus Climate Hackathon and was recognized with the competition's top pitch honor for innovation and creativity.

Colby College Memory Lab — Research Assistant

Waterville, ME | Feb–May 2022

- Contributed to study design, subject recruitment, and data coding/analysis across a 50-subject research study after completing research ethics training.

TECHNICAL SKILLS

Data & Analysis: R, SQL, SPSS, Stata, Excel (Pivot Tables, VLOOKUP), Tableau, Qualtrics, Google Sheets

Core Competencies: Econometric & Financial Analysis · Statistical Modeling · Data Visualization · Mixed-Methods Research · Partnership & Deal Negotiation · Cross-Functional Project Management · Stakeholder Communication