

SOUTHERN ADVENTIST UNIVERSITY / BUSINESS ADMINISTRATION / EXPECTED 2027

Ephram Otodo.



From knocking doors to leading a team.
Now putting that experience into the next project.

300+

Residential fiber accounts
personally closed

9

Sales representatives
recruited and led

\$4.5M

2025 team result
I helped lead the group

The experience.

YNR: pest sales in 2023, team lead in 2024, manager from 2025. Fiber work began in August 2024; I joined **Halieus Marketing** in June 2025. In 2026 I continued managing field representatives.

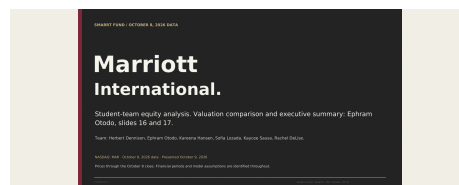
Remote sales: appointment setting for Killer Closers Agency and Prodigy Closers Agency, with organic lead generation and remote-team responsibilities at Prodigy.

Barker Storages: Digital Advertising, Marketing & Logistics, July 2026–Present. Competitor research delivered; website and customer logistics work in progress.



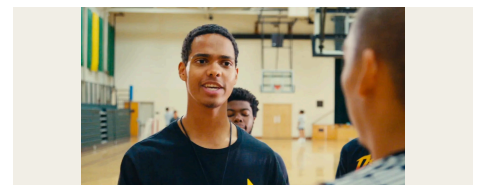
High Su

My advertisement: concept through filming, edit and performance. Wider campaign: group work.



Marriott investment case

My executive-summary and valuation-comparison work within a student-team investment case.



Shoot Your Shot

My writing and editing for a campus pitch competition. Camera: Noah Sturges.

Campus leadership

Resident Assistant, Talge Hall, Fall 2023 (second year). Organized Enactus's Shoot Your Shot. Social Vice President of BCU and CHA. SMARRT Fund member.

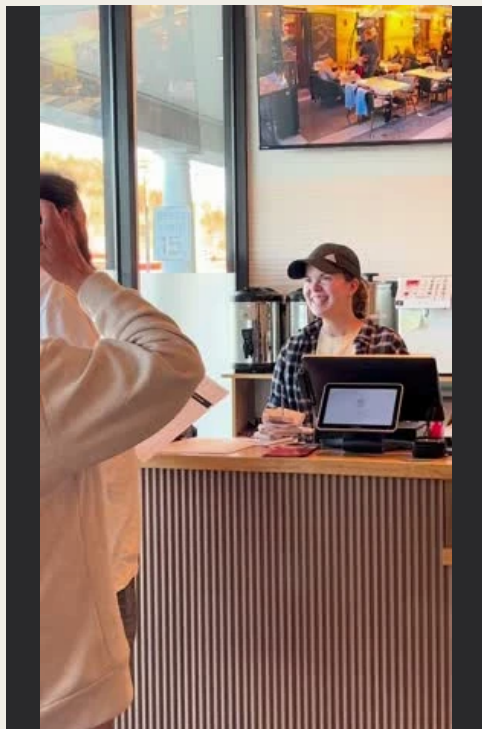
Practical tools

Excel 2019 Associate. Hootsuite: Social Media Marketing and How to Use Hootsuite. Personal app projects directed with AI-assisted implementation.

HIGH SU / ADVERTISEMENT + ACADEMIC GROUP CAMPAIGN

A place at the table.

A restaurant ad that I took from the idea to the finished 31-second film.



Make the invitation feel personal.

The film gives the campaign a person, a setting and a reason to pay attention. The group's print and social work extends the idea into other formats.

Left: my film. Above: campaign artwork from the four-person team.

What I did.

I handled the concept and script. I also filmed and edited the ad and appeared on camera.

Video: Ephram Otodo. **Campaign deck:** academic group project.

What this shows: taking a promotional idea through production, and connecting a film to a broader marketing plan.

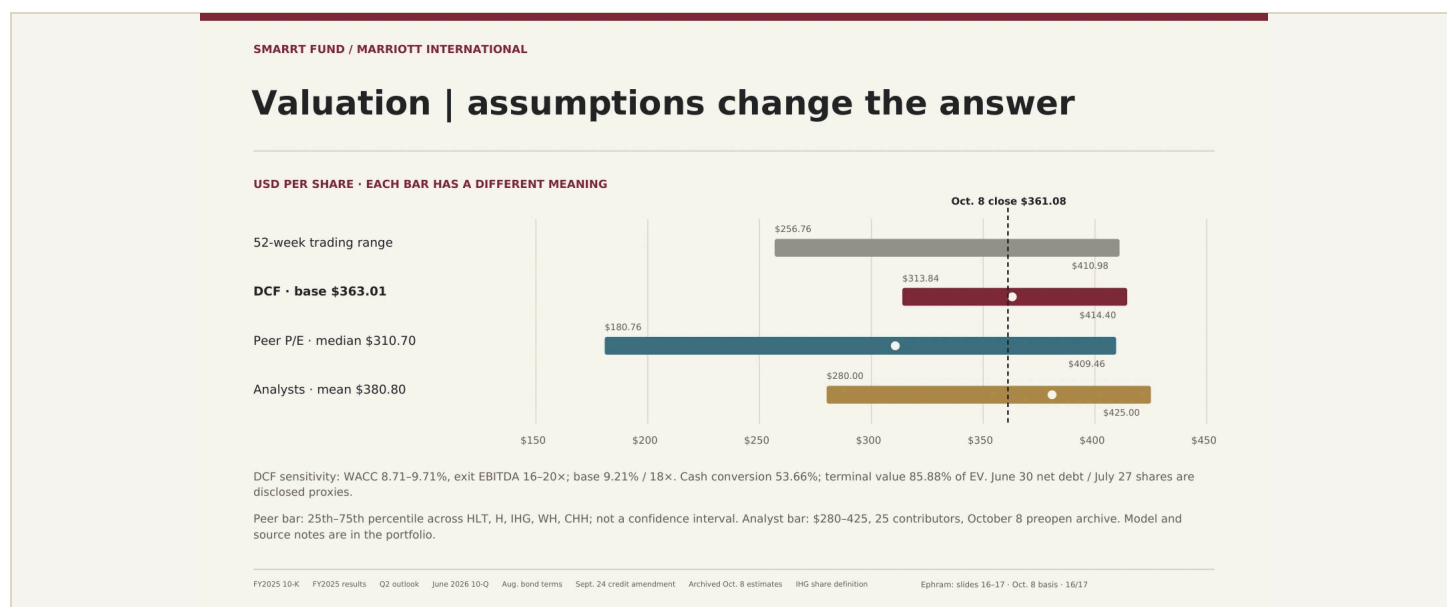
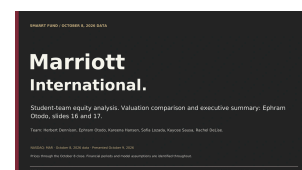
The wider work.

Audience positioning, sample print promotions and social concepts were part of a four-person academic campaign.

MARRIOTT INTERNATIONAL / SMARRT FUND / OCTOBER 8, 2026 DATA

Price the business. Explain the decision.

My assignments: executive summary and football-field valuation comparison within a student-team investment case.



Slide 16: valuation comparison, using October 8, 2026 information.

DCF SENSITIVITY

\$313.84–\$414.40

PEER P/E IQR

\$180.76–\$409.46

OCTOBER 8 CLOSE

\$361.08

DCF base: **\$363.01**. Peer median: **\$310.70**. Model sensitivity and peer dispersion are different measures; neither is a confidence interval.

CONCLUSION / SLIDE 17

Watchlist: valuation support is mixed.

Conditional entry: \$345 or less with an 8% planned stop at \$317.40. Upside to the DCF base: 5.22%, or 0.65x planned risk. Stops do not guarantee a maximum loss.

Student-team research. My assignments were slides 16–17. DCF assumes 9.21% WACC and an 18x exit multiple; June 30 net debt and July 27 shares are disclosed proxies. Full methods are in the digital case. No trade or return is claimed.

SALES / FIELD LEADERSHIP / REMOTE TEAMS

From the first knock.

First I had to start the conversation. Then I had to help other people get better at it.

300+

Personal fiber closes

9

Reps recruited and led

\$4.5M

2025 team revenue

2023**Learn at the door.**

Pest-control sales through YNR, selling Hawx services.

2024**Recruit a team.**

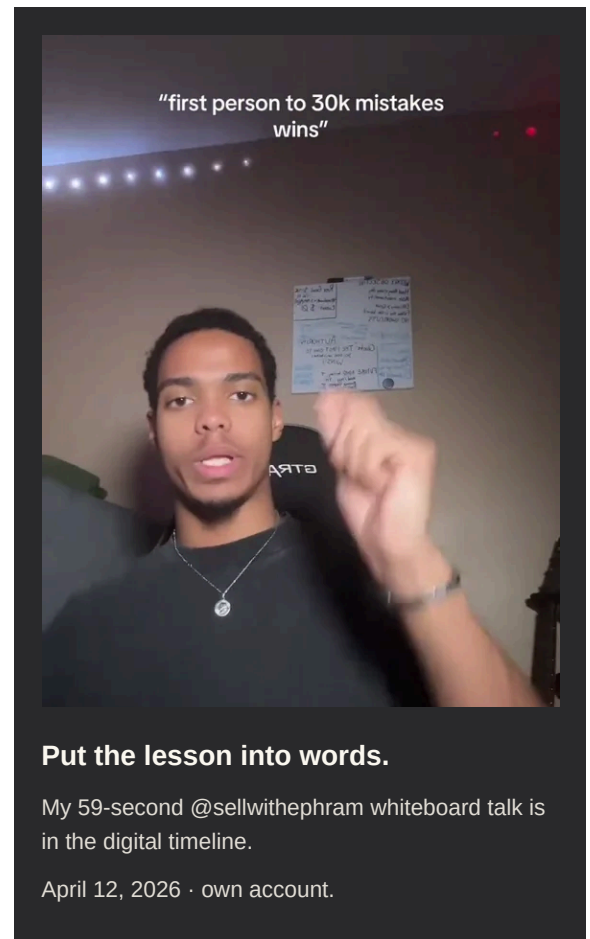
Nine representatives recruited and led. Fiber work began with YNR in August.

2025**Move into management.**

The team produced \$4.5 million while I helped lead the group. Added Halieus fiber work and remote appointment setting with Killer Closers and Prodigy.

2026**Apply it in more places.**

Field-team management, Barker digital advertising, marketing and logistics, and my own sales-workflow app.

**Put the lesson into words.**

My 59-second @sellwithephram whiteboard talk is in the digital timeline.

April 12, 2026 · own account.

Personal sales, recruiting and team revenue are separate results. The video is a communication sample, not a claim of campaign performance.

ENACTUS / CAMPUS PROMOTION / WRITING & EDITING

Shoot your shot.



A frame from the final graded edit with sound · 1 minute 39 seconds.

A basketball practice becomes the setup for a business-pitch competition.

The concept.

Use “shoot your shot” as the connection between a familiar sports moment and the invitation to share a business idea.

The invitation includes both students pitching and friends coming to vote.

My contribution.

I wrote the commercial and edited all the clips. Noah Sturges did the camera work.

The script received a mainly aesthetic revision. Writing and editing remain my work.

FROM EVENT TO PROMOTION

Give people a reason to show up.

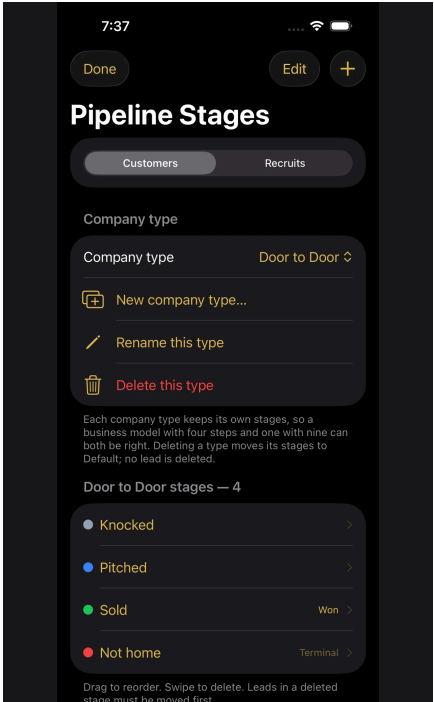
I organized the November 2023 Enactus event and created a promotional film with a story people could follow.

Writing and editing: Ephram Otodo. **Camera:** Noah Sturges. Digital portfolio includes the final graded 1-minute-39-second commercial with sound and a screenplay excerpt.

PERSONAL PROJECTS / PRODUCT DIRECTION WITH AI

Tools shaped around the work.

I define the workflow, use AI to help implement it, then review the result against what I need it to do.



OBSDN · archived simulator interface, August 2026.

OBSDN

A sales process that can fit door-to-door and remote work. The project also includes AI-assisted sales-practice development.

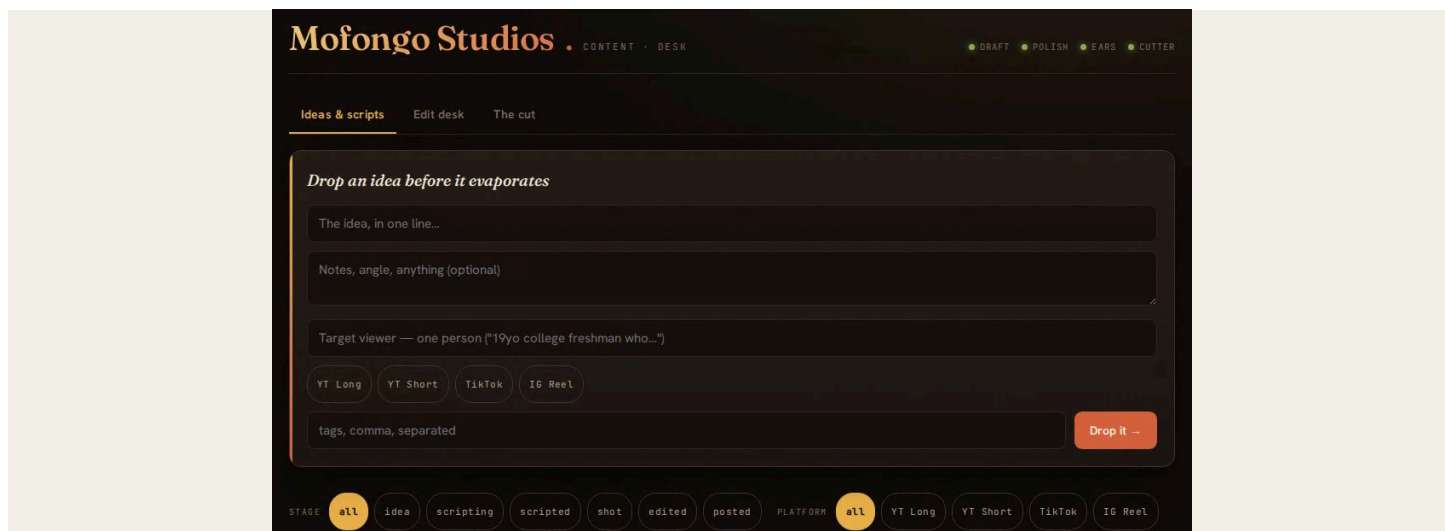
BAYMAX

A personal health-record and workflow project relevant to health administration. I direct the product and review its AI-assisted implementation. The digital case uses empty demo records.

- 01
- Identify the problem.
- 02
- Define the workflow.
- 03
- Use AI to implement.
- 04
- Review and revise.

My role: product direction and workflow design. Implementation is AI-assisted. Screens show dated interfaces. Mofongo Studios organizes audience choices and production steps in a content brief. No current AI-model performance or investment recommendation is claimed.

Start with the brief.



Archived prototype recorded September 2, 2026. Idea brief and production workflow.

Keep the audience and platform choices close to the idea before production starts.

The workflow.

Capture the idea, name the target viewer and consider the platform. The archived interface places those choices beside the stages of production.

My contribution.

Product direction, workflow design and visual review. Implementation is AI-assisted.

FROM MARKETING WORK TO PRODUCT THINKING

Give the decisions a place to live.

My High Su ad and Shoot Your Shot film inform the process I'm designing. Those films are separate work samples, rather than Mofongo exports.

Personal project. This archived prototype demonstrates content organization and interface decisions; it does not demonstrate automated editing, video export or current app operation.

BARKER STORAGES / DIGITAL ADVERTISING, MARKETING & LOGISTICS

From interest to the next step.



Company website preview, October 8. Property imagery is an artist's rendition.

What I've contributed.

Digital Advertising, Marketing & Logistics · July 2026–Present.
Competitor information gathered and delivered to the business.

[Open the current Barker website ↗](#)

What I'm working on.

Helping develop the website and logistics around the customer experience, from initial interest to the next step.

PLANNED / DIGITAL WEALTH ARCHITECT

Digital Wealth Architect.

Planning organic lead generation and affiliate-sales work with Oriana, including lead qualification and team follow-through.

In development. No launch or client results are claimed.

The Barker site gives context to the operation. My contribution covers marketing and competitor research, with logistics development; the company's site artwork is not presented as my own design.

CREDENTIALS & DATED TRAINING

Practical tools. Documented learning.

Selected training records supporting the work in this portfolio.

Microsoft Excel 2019 Associate

DEC 12, 2023

Microsoft Office Specialist. Certificate included.

Social Media Marketing

APR 23, 2026

Hootsuite Academy. Certificate included.

How to Use Hootsuite

MAR 26, 2026

Hootsuite Academy. Award confirmed by the issuer's March 26 email. Certificate artwork is not included in this packet.

Sentricon University 101 & 201

JUN 25–26, 2023

Completed training programs. Both records included.

American Red Cross First Aid

AUG 16, 2023

Prior training. Certificate included; its original validity ended August 16, 2025.

Dates distinguish completed training from current certification. The five certificate pages that follow cover Excel, Social Media Marketing, both Sentricon courses and First Aid.



Microsoft Office Specialist

Ephram Otodo

has successfully completed the requirements to be recognized as a Microsoft Office Specialist

Excel 2019 Associate

Excel 2019

Date of achievement: December 12, 2023
verify.certiport.com 93wc-sFpk

Satya Nadella
Chief Executive Officer



Social Media Marketing

Hootsuite® Academy



Ephram Otodo

Awarded for successfully completing the program and demonstrating an exceptional mastery of the fundamental principles of Social Media Marketing


Irina Novoselski, CEO, Hootsuite

Certificate no.
456069254

Issue date
2026-04-23

Issued by
Hootsuite Academy

CERTIFICATE OF COMPLETION

PRESENTED TO

Ephram Otodo

for successfully completing the

SENTRICON UNIVERSITY 101 TRAINING PROGRAM

DATE OF COMPLETION: 6/25/2023



CERTIFICATE OF COMPLETION

PRESENTED TO

Ephram Otodo

for successfully completing the

SENTRICON UNIVERSITY 201 TRAINING PROGRAM

DATE OF COMPLETION: 6/26/2023





**American
Red Cross**

Certificate of Completion

Ephram Otodo

has successfully completed requirements for

First Aid

conducted by

Southern Adventist University Aquatics

Date Completed: **08/16/2023**

Valid Until: **08/16/2025**

Instructors: Michael Boyd



Certificate ID: 019IOBG

To verify, scan code or visit: <https://www.redcross.org/take-a-class/qrcode?certnumber=019IOBG>