

Nyasha Hopkins

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EXPERIENCE

August 2025 – Present

MERCOR | SEATTLE, WA (REMOTE)

AI Trainer

- Achieved over 98% accuracy in data annotation and quality assurance processes, ensuring reliable training data for AI models.
- Utilized tools like Google Lens, Slack, and Zoom to collect input, communicate issues, and conduct QA reviews, maintaining seamless collaboration across teams.
- Conducted thorough QA checks on AI training datasets, identifying and resolving inconsistencies to improve overall model performance and accuracy.

October 2024 – July 2025

TELUS DIGITAL | SEATTLE, WA (REMOTE)

SME Generative AI Specialist

- Crafted expert-level marketing prompts, rigorously testing and exposing weaknesses in new AI models, helping improve their accuracy and response quality for marketing-related user queries.
- Worked cross-functionally with engineers, designers, and product managers to redefine quality standards and strengthen brand consistency across digital initiatives.
- Leveraged Microsoft Azure OpenAI Service and GitHub Copilot to accelerate AI model training, automate workflows, and create clear documentation, enabling faster application development and scalability.
- Completed over 2,000 data annotation and verification tasks, driving the high-quality training of new generative AI models for real-world applications.

January 2024 – July 2024

STRIDE, INC. | SEATTLE, WA

Marketing & Web Development Contractor

- Developed a 40-page WordPress Editor's Guide for K12 school administrators, including a video series.
- Managed social channels (Instagram & Facebook) for two schools, achieving 100%+ increase in engagement.
- Fixed backlinks, resolved duplicate pages, assisted with website content updates, and created social calendars.
- Executed website migration (AEM to WordPress) with YoastSEO refinements, ensuring continuity of brand message, and conducted quality assurance to optimize published content.

June 2020 – January 2023

FOLKISHNESS @ ETSY | SEATTLE, WA

Founder & Creative Entrepreneur

- Launched a small stained glass e-commerce business generating \$10,000+ in profit annually.
- Built an audience of 50,000+ views through YouTube, TikTok, Instagram, and Facebook.
- Earned a 5-star customer rating with 40+ reviews by building strong relationships and loyal customers.
- Gained hands-on experience in finance, marketing, communications, PR, vendor relations, and sales.

March 2019 – August 2019

BNDR MUSIC | SEATTLE, WA

Social Media Marketing Intern

- Researched industry trends and conducted competitive analyses, presenting findings via Tableau dashboards to guide marketing decisions.
- Created standardized communication templates for interns that improved outreach efficiency by 12%.

March 2018 – February 2019

TERRA STAFFING | SEATTLE, WA

Temporary Associate

- Assisted with customer service as an email chat assistant, answering questions and resolving issues.
- Handled data entry projects for six months, making sure information was accurate and kept up to date.
- Supported order fulfillment, printed invoices, and followed up with customers regarding their orders during a three-month placement at Ben Bridge HQ.

EDUCATION

Master of Business Administration

WESTERN GOVERNORS UNIVERSITY | SEATTLE, WA

Major: Marketing Analytics

Bachelor of Science

WESTERN GOVERNORS UNIVERSITY | SEATTLE, WA

Major: Business Minor: Marketing

Associate of Science

SEATTLE CENTRAL COLLEGE | SEATTLE, WA

Major: Biomedical Sciences

SKILLS

- Communication & Collaboration Tools: Microsoft Teams, Slack, Zoom, Google Meet
- Creative Tools: Canva, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro), Figma
- Digital Marketing & Web Development: WordPress, AEM, SEO, Social Media Management, Copilot, ChatGPT, HubSpot, SEMrush, Marketo, Sprout Social, Copywriting, Technical Writing
- Other: Typist 80+WPM, 10-Key, Project Management, QuickBooks, Customer Service, Database Management

Certifications

- 2024 Digital Marketing Internship Programme, Girls In Marketing
- 2023 Digital Marketing & E-Commerce, Google
- 2023 Marketing Analytics Specialization, Meta

Professional References

References available upon request