

CURRICULUM VITAE/RESUME

Wendy Ekua Da'Cruz (W.E.)

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Known as 'The Digital Diplomat', W.E. Da'Cruz helps promote economic diplomacy through digitalization. She co-founded the Virtual Global Consultant (VGC) Group in 2016, an award-winning global digital consultancy that designs and develops e-Commerce systems and mobile applications that help generate revenue online for companies and organizations; and customizes digital platforms and software that make sending and collecting payment easier for businesses and organizations in emerging markets.

Her work includes developing and implementing effective digital strategies, and building custom web platforms and mobile applications, creating user-friendly engagement for end-users to help transition them from cash to digital payments. For example, implementing go-to-market campaigns, increasing end-user morale and accelerating community engagement within the varying digital platforms. Throughout her experiences, she has led staff recruitment and team establishment within web and mobile app development projects, leadership development, social media, digital advertisement, and content marketing in untapped markets to create long-lasting positive impact in global communities.

As a thought leader in economic development, she's been invited to speak at high level conferences to share research and prescriptions on best practices, gender and digital financial inclusion, digitization of business payments in emerging markets, digital identity and more. These high level conferences include the US-Africa Business Summit 2019 (Mozambique), World Export Development Forum 2019 (Ethiopia), African Business Symposium (United States), DHL e-Commerce Conference (Ghana), among others.

Academic Qualifications

Seton Hall University, South Orange, NJ

May 2015

Master of Arts in Public Administration, *Magna Cum Laude*

Master of Arts in Diplomacy & International Relations, *Magna Cum Laude*

Salgo-Noren Foundation Scholar: Intensive scholarship program focused on youth mobilization. Constructed a summer camp curriculum for more than 250 school children in Mankoadze, a small fishing village in the Central region of Ghana. Responsibilities included weekly reporting on various aspects of curriculum implementation and staff management.

School of Diplomacy Diplomatic Delegate: Four week intensive study of international affairs in Ethiopia. Delegation maintained a demanding itinerary and was received by dignitaries and high-ranking officials at every destination. Delegates supported in leading regional seminars, led by the Dean and faculty of the School of Diplomacy at the African Union.

Graduate Assistant: In-house Cision Specialist. Met the University's public relations and marketing goals with the use of Cision's Vocus, an industry wide public relations management tool. Strategically placed University news in some of the world's largest media outlets, based on qualitative and quantitative analysis.

Seton Hall University, South Orange, NJ

May 2012

Major: Creative Writing (Honors Program), *Magna Cum Laude*

Minor: Business Administration

Internships: Community Affairs, WABC-TV Channel 7; Production, Newark TV Channel 78; News, WBGO Jazz 88.3 FM

Center for Community Research and Engagement Liaison: Assisted Project Coordinator with administrative duties to solidify over 10 partnerships in two weeks. Led and directed more than 500 freshmen volunteers to mentor more than 400 Newark middle school students each year for four years.

Awards and Recognitions

Minority E-Commerce Firm of the Year (U.S. Department of Commerce's

Minority Business Development Agency (MBDA) - 2021

Employer of the Year (University of Michigan-Dearborn) - 2018

Barclay Center Capacity Building Grant Year (Downtown Brooklyn Alliance) - 2016

Dean's List Fall (Seton Hall University) 2008 – 2015

SalgonNoren Foundation Scholarship (Seton Hall University) - 2013

Outstanding Women of the Year (Seton Hall University) - 2012

Who's Who Among Students in American Colleges and Universities (Seton Hall University) - 2012

Experiential Education Student Award (Seton Hall University) - 2011

David Gerstein Scholarship Recipient (Seton Hall University) - 2010

Dr. Martin Luther King Jr. Full - Tuition Scholarship (Seton Hall University) - 2008

Certifications

Certificate of Entrepreneurship May 2020

Goldman Sachs 10,000 Small Businesses

Exportech Program Mar 2019

National Institute of Standards and Technology and the U.S. Department of Commerce

Minority Business Enterprise Oct 2018 - Present

Michigan Minority Supplier Development Council

Women's Business Enterprise Jan 2019 - Present

Great Lakes Women's Business Council

Areas of Expertise

Digital Business Consulting

Lead Generation and Customer Acquisition

e-Commerce

Mobile Application Design and Development

Project Management

Data Analytics

Marketing Strategy

Customer Relationship Management

Paid Advertising

Social Media Marketing

Email Marketing

Marketing Communications

SEO

Public Speaking
Content Creation and Creative Writing
Training and Development
Creating Partnerships with Private /Public sectors

Research and Data Analysis
Proposal Development
HTML, PHP, CSS

Work Experience

International Consultant

United Nations Economic Commission for Africa Subregional office for Southern Africa
March - August 2021 (6 months)

Developed and delivered an online training course and the associated course material on The Role of Technology and Innovation for African Businesses in Addressing the Impact of Covid-19.

A short-term impact assessment of the overall process led to the following:

- 95% of participants noted that the course modules are relevant for their professional needs
- 90% felt satisfied with the relevance of the topic and the modules, with the technical support and methodology of delivery, as well as with training materials and modules.
- 62% of the participants noted that the information presented in this course was new to them
- Out of the 41 active participants, 33 learners passed all five quizzes and the final exam with a grade equal or more than 70% and received their certificate representing about 80.5% of active participants

Founder and Co-Owner

Virtual Global Consultant Group LLC. (The VGC Group)
August 2015 - Present (6 years)

Leading a global digital consultancy that designs and develops eCommerce systems and mobile applications to help entrepreneurs, companies, and organizations generate revenue online. Manage a team of more than 30 people in development, design, marketing, administration to operate technology systems. Google and Bing Partnership certified.

Accomplishments:

- Created, developed, and designed an eCommerce platform for SMEs across Africa to sell products online. Helped trained SMEs to sell products and services on custom digital platforms. Sellers could create a profile, upload products, track inventory, track orders, link social media accounts and track earnings through payment systems. Online payments were customized according to payment systems available in the country of sellers and country of sellers prospective customers. For example, MTN mobile payment capabilities were integrated into the website to allow for mobile money usage. (Magento)
- Developed a social community for users to use digital credits to purchase digital products and participate in an array of online activities under their user profiles (posting pictures, videos, chats, live stream, support messages). (WordPress and various plugins)
- Launched custom membership portals to view personalized digital content for each user, create and update user profiles, set up appointments, shop for books and teaching materials, track donations, event management for user experience, and registration tracking for events. Administrators are able to create personalized messages for users similar to a personal email feature, users can private message administrators for a response and change settings for text message frequency. Various financial payment

systems including PayPal, Stripe and other card services were integrated to support friendly digital payment experiences. (LARVEL)

- Launched a financial application for a faith-based ministry to support the increase of daily donations among hundreds of users across 4 continents
- Developed and designed a female-owned shopping social network for vendors and buyers to increase business tractions. App capabilities included in-app bidding, chat messaging, notifications, wishlists and geo location tracking. This app provides businesses direct opportunities to market real time sales to prospective customers, and vice versa customers an opportunity to be notified directly of sales near their location.
- Developed a network of e-Commerce sites and increased revenue for clients by 500% implementing strategies for email, social media, web development, marketing and more. Help clients monetize and generate online sales by integrating mobile money technologies to support digital transfer and lessen cash upon receipt.
- Generated millions of dollars a year in at-will donations and business sales for clients online, with a large concentration in Africa. For example, integrated MPESA mobile money technologies for a Kenyan-based organization to encourage online orders verses in person cash transfers.
- Helped a Ghanaian-based beauty business increase average monthly sales from \$2.5K to \$15K by re-engineering the supply chain to ship directly from Accra, Ghana and sell globally.
- Drove economic development across the labor force in developing countries through e-Commerce training. Global employment increased for more than 30 people in different countries including the United States, Ghana, Kenya, Philippines, Canada, Pakistan, India, Sri Lanka, and Nepal by teaching online financial literacy and engagement.

Programs

Digital Futures Fellowship Program - Launched in 2019, the program aims to provide in-depth market research to strategically position companies in developing countries to compete successfully in the global market. The program's pilot allowed students from the University of Michigan-Dearborn College of Business to get real-life experiential knowledge by performing market research on small to medium-sized businesses based in emerging markets, such as Ghana, West Africa.

Memberships & Organizations

National Association of District Export Council (Board Member)	Fall 2021
District Export Council, Eastern Michigan	Winter 2019
United Nations-USA Greater Detroit Chapter (Board Member Communications Chair)	Spring 2016
Delta Sigma Theta Sorority Incorporated	Spring 2011
Dr. Martin Luther King Jr. Scholarship Association	Spring 2008

Skills and Languages

Technical Skills

Adobe Photoshop; ProTools; HTML Coding; WordPress, FileMaker, InfusionSoft, Zoho CRM, Sendgird, YTEL X5, Pikel, Subsplash, Clickfunnels, Active Campaign, MailChimp, Onlypult

Language Skills

French (basic), Fante (Ghanaian dialect, fluent)