

## Summary

Public Relations, Social Media and Marketing professional with experience supporting a variety of industries. Extensive experience in all aspects of digital marketing, including leveraging analytics, executing multi-channel campaigns, and driving world-class customer engagement. Continually exceeds expectations by building strong relationships and works well with individuals at all levels of an organization, including stakeholders, customers, vendors, and team members.

## Highlights

- Market Research & Competitive Analysis
- Crafting Press Releases & Newsletters
- Brand Development & Management
- Social Media Campaign Development
- SEO, Website Traffic & Engagement
- Social Media, Digital & Classic Copywriting
- Public Media Relations & Event Marketing
- Fluent in English & Arabic
- Journalistic Ethics, Libel & Privacy Law
- Excellent Verbal & Written Communication

## Work Experience

### **Social Media and Marketing Intern** (40 hours per week)

11/2018 to 05/2019

#### **AMIDEAST** – Washington, D.C.

- Supported all marketing activities for the organization, including developing the marketing strategy for the company in line with company objectives, managing internal database in SharePoint, and creating, as well as disseminating internal communications.
- Constructed, drafted, and managed social media posts, handling the overall responsibility for brand management and corporate identity within Facebook and Twitter, while also creating a digital presentation platform for prospective clients.
- Conceptualized, developed and executed instructional digital information designed to provide educational instructions, such as creating a beginner's guide to web editing in Drupal, as well as maintaining the company website using Drupal.
- Created web portal which transformed previously archaic intranet into a dynamic portal, improving communication flow and adding an effective sales tool for team members, leveraging proficient knowledge in Drupal to implement user friendly navigational tools.
- Provided compelling coverage of both anticipated and spontaneous news for print and online media, conducting in-depth research of Middle Eastern and North African educational institutions to aid in marketing initiatives.
- Fulfilled multifaceted duties that included reporting, feature writing, researching, fact-checking, proofreading and headline/cutline writing, compiling reports, designing certification tests, updating calendars, and providing general administrative support.
- Led the execution of marketing programs from start to finish, leveraging internal support and driving collaboration, as well as promoting the shift from traditional marketing to digital media and inbound marketing.

### **Marketing Intern** (24 hours per week)

02/2018 to 08/2018

#### **WUSA9 News** – Washington, D.C.

- Functioned as the point of contact for all agencies, organizations, vendors and media agencies, effectively responding to business inquiries with an enthusiastic focus on customer service, business retention and client relations.
- Supported over 12 brand campaigns, which helped positioned the company, additionally assessed needs, drove customer demand, wrote emails, drafted and disseminated memos, and provided research summaries to senior level management.
- Performed market segment strategic planning by analyzing market data through various forms of research including data mining, conducting target clientele interviews and negotiation, to promote a new morning show "Get Up D.C.".
- Developed positive, trusting, value-add relationships with third-party vendors and city employees, partnered with them to attain rental permits, advertise on mobile billboards, book rental spaces, and conducted community outreach to experiential marketing firms.
- Championed multiple community outreach initiatives, scouted for venues, designed posters, and assisted with event promotion, and helped coordinate weekly contests aim at promoting brand awareness, client engagement, and customer loyalty.
- Volunteered at industry events, conferences, and tradeshow, participated in set up, event planning, third-party vendor procurement, having helped run over 15 events, including "Heartlove," a televised public health event which promoted free health screenings.
- Contributed to, directed, created, and supported presentations and proposals for both existing client and new business opportunities, offering marketing or business solutions to help drive business growth, effectively increasing engagement by 35%.

### **Community Outreach Intern** (24 hours per week)

06/2016 to 08/2016

#### **General Delegation Of The PLO To The United States**

- Worked with the Public Affairs Department to oversee public outreach and mobilize support and partnerships for the mission of the PLO General Delegation to the US, including supporting a message of peace, justice, equality, and the protection of Palestinian human rights.
- Oversaw public relations activities and communications including press releases, social media, company literature, editorial calendars, articles, announcements and media kits, and translated complex financial concepts into crisp, jargon-free messages that speak to target audiences.
- Executed public relations campaigns that integrated with community outreach marketing strategies, wrote press releases and stories, pitched ideas to media and compiled research and reports, as well as arranged interviews, speaking engagements or other media opportunities.

- Cultivated and nurtured relationships with community advocacy groups, as well as negotiated term sheets and contracts, analyzed financial scenarios of different deal structures, and collaborated with the PR team in outreach efforts.
- Instituted and executed experiential activation that is consistent with brand image, strong brand presence, and increased traction, as well as handled administrative tasks such as wrote memos, summarized news stories, and analyzed relevant media.
- Organized performance art events, as well as helped organize other events, scouted for venues, designed posters, initiated marketing campaigns, and created, as well as managed, the Facebook and Eventbrite pages.

## Additional Experience

**Editorial Volunteer** – Broad Street, VCU's postgraduate literary magazine

## Technical Skills

Microsoft Office Suite; Adobe Creative Suite; Drupal content management framework; HTML; CSS; SharePoint; Wordpress; Google Analytics

## Education

**Virginia Commonwealth University – Bachelor of Science** in Public Relations – December 2017