

NAMI AHMED

Marketing Professional

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OBJECTIVE

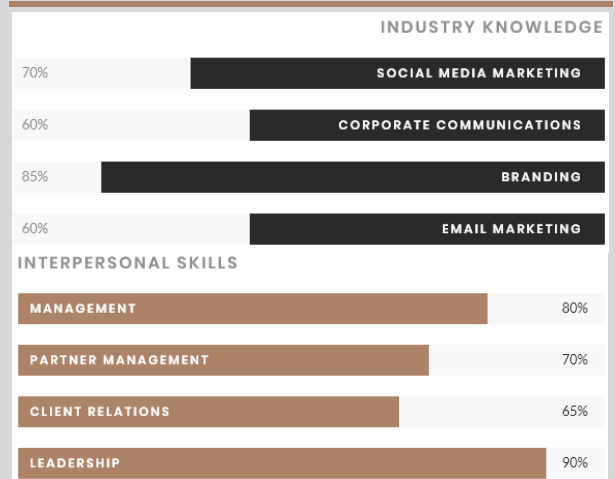
I love setting goals and I especially love it when I accomplish them. Whether it be professionally or personally, I am a very goal-oriented person that will work well both leading and within a team. I am interested in a marketing and communications position that can utilize my existing skills as well as the proficiencies I'm cultivating from my MBA classes in hopes to continue to grow as a professional.

EXPERIENCE

Marketing Director, BIS Enterprises, Farmers Branch, TX, 2014 to 2018

- Developed, from the ground-up, and managed an iconic brand that is now widely known in the targeted niche market.
- Created a marketing department for the company and oversaw all marketing activities.
- Implemented marketing and advertising campaigns based on sales objectives and consumer interests/data.
- Developed and executed all mass communication including direct mail, newsletters, email campaigns, social media campaigns, and other forms of communication as needed.
- Oversaw social media activities and strategies over a variety of platforms that led to engagement growth and increased brand awareness.
- Coordinated with internal business divisions, business partners, and local vendors to guarantee on-time, cost-effective delivery of all marketing communication resources.
- Increased revenue with the redesign and deployment of a new website theme for all client websites.
- Directed regional training events for target market which resulted in new revenue source, lead generation, and improved client retention.
- Organized medium-scale events such as tradeshows, conferences, and meetings while within budget.
- Managed event logistics and operations, including support staff, business partner collaborations, and volunteers.
- Led business partner sponsorship negotiations to obtain cost-effective business exposure for the partner business and achieved increased perceived value of the event for the attendee.
- Supervised onsite teams ranging from 10 to 35 during special events, including company staff, volunteers, caterers, audio-visual technicians, guest speakers, VIP guests, and facility management team.

SKILLS & EXPERTISE



HIGHLIGHTS

- Results-driven marketing professional with experience in the retail, government, and technology industries and a strong record of success in marketing, design, branding, public relations, strategic alliances, relationship management, and event management: tradeshow exhibitions, conferences, and regional seminars.
- Exceptionally organized and detailed-oriented planner that successfully completed an estimated 125-attendee annual education & training conference for property tax professionals.
- Positive, optimistic, well-organized self-starter who excels under pressure while meeting deadlines.
- Exceedingly computer-literate performer with extensive software proficiency covering wide variety of applications.
- Experienced in web-based systems such as WordPress, social media networks, Google Analytics, Email Marketing Services such as MailChimp and live streaming broadcast platforms such as YouTube, Facebook Live, and Twitch.

Multimedia Specialist, Trinity River Authority of Texas, Arlington, TX, 2014-2015

- Organized internal and external communication campaigns to effectively share key information with employees, city customers, board members, and to the public through a wide range of media.
- Planned communication materials such as direct mail newsletters, internal monthly PowerPoint presentation for company events and news, brochures, email templates, informative office signage, and all the graphic design, web design and photography need for Texas' largest water district.
- Produced informative materials for a multi-day board of directors' retreat featuring cohesive print collateral and presentation design.
- Supported community outreach campaigns such as the district's Wellness Program by supplying the HR department with a campaign design and print material for kick-off meetings across Texas.

Graphic Web Designer & Prepress Specialist, Lori's Gifts Corporate Office, Carrollton, TX, 2011-2014

- Designed and produced all print, web, and communication materials for the corporate office & national store fleet of over 300 hospital gift shops that consisted of three unique store brands.
- Worked with vendors and Merchandising team to develop visual retail design concepts.

Graphic Designer & Web Manager, Fashion Optical, Dallas, TX, 2011-2011

- Created all web and print graphic design needs for the fashion eyewear retail store.
- Managed and created content for multiple websites including an ecommerce site.

EDUCATION

- Master of Business Administration, University of Texas at Permian Basin, expected May 2019.
- Bachelor of Arts in Arts, Technology, and Emerging Communication, University of Texas at Dallas, 2011.
- Studio Art & Design Independent Study, University of Texas at Arlington, 2007-2008.
- Associate in Arts in Liberal Arts, Richland College, 2007.

AWARDS & RECOGNITION

- 2015 Texas AWWA Watermark Award for Communications Excellence in Periodicals.
- 2018, Invited to attend award-winning PhD Project Conference for minorities.
- 2018-2019 full-ride, master's degree scholarships from the Cheyenne River Sioux Tribe and American Indian Graduate Center.

TECHNICAL SKILLS

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| <ul style="list-style-type: none"> • Content Management System (CMS) such as Wordpress and Joomla • Search Engine Optimization (SEO) • Google Keyword Planner • Customer Relationship Management (CRM) such as HubSpot • Social media publishing tools such as Hootsuite and MeetEdgar • Email marketing platforms such as MailChimp and Constant Contact • Website management such as cPanel and DNS records | <ul style="list-style-type: none"> • Adobe Creative Suite: Photoshop, Illustrator, After Effects • Microsoft Office • Microsoft SharePoint • HTML & CSS • Google Analytics • Social media insights • Project management methodology: SCRUM • Project management tools: Asana, Trello, Wunderlist • Windows and Mac proficient |
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