

# Nabihah Ahmad

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## EDUCATION

### Columbia University in the City of New York

*Bachelor of Science in Industrial Engineering and Operations Research*

Anticipated May 2025

- C. Prescott Davis Scholar
- Activities: Columbia Women's Business Society, Columbia Organization of Rising Entrepreneurs, Society of Women Engineers, Columbia Space Initiative, Columbia Science Review, Columbia Emerging Scholars Program

## EXPERIENCE

### Sustainable Sister

New York, NY

*Founder*

March 2022 - Present

- Established a [fashion-tech platform](#) for sustainable consumption of fashion through digitization and re-commerce
- Plan and execute project ideas while managing/guiding 13 interns with weekly assigned tasks
- Lead stand-up meetings across marketing, finance, and engineering teams
- Oversee the hiring process to recruit diverse talent; recruited from the US, UAE, Ivory Coast, and South Korea

### Pluralytics AI

Remote

*Digital Marketing Intern*

June 2022 - Present

- Built landing pages through web-development tools and HubSpot integrations to drive sign-ups by 140% for a paid ad campaign; conducted A/B experiments on landing pages
- Implemented SEO strategies to increase customer reach and created workflows to nurture customer relations
- Worked with the CEO and COO to lead LinkedIn marketing strategies and franchise company market research
- Shadowed project manager, software engineer, and COO

### Content Creator

New York, NY

*Freelance*

February 2022 - Present

- Create engaging social media content to drive sales and help brands acquire new long-term customers; drove \$42,075 in sales through partnerships
- Promote launches and affiliate discount codes on social media platforms using my creative direction

### Columbia Science Review

New York, NY

*Layout Designer*

February 2022 - April 2022

- Design layout of content in print and peer-reviewed online publications
- Collaborate with the editorial team to integrate user interface elements to facilitate consumer interaction

### Jumpstarting Aspiring Developers and Entrepreneurs

New York, NY

*Selected Participant*

January, 2022

- Became proficient in web development through HTML, CSS, Javascript, and Github
- Had discussions with executives, venture capital investors, product managers, and software engineers in tech
- Connected and networked with startups, Fortune 500 companies, incubators/accelerators, and venture capital firms

### Personal Stylist

New York, NY

*Freelance*

September 2021 - Present

- Curate and manage clients' purchases based on budget and needs
- Offer styling advice to clients to grow and maximize their wardrobe to cut spending by at least 30%
- Create custom outfit recommendations using a virtual closet database

### Hauptman-Woodward Medical Research Institute

Buffalo, NY

*Student Researcher*

December 2017 - April 2021

- Performed high-level research in bioinformatics alongside the CEO of the American Crystallographic Association
- Pursued independent drug-target research on Sars-COV-2 and Plasmodium Falciparum (Malaria)
- Mentored 90 students internationally in PYMOL, DNA/RNA fingerprinting, crystallography, and evolutionary research
- Presented research at 4 conferences and won 5 awards

## SKILLS

- HTML, CSS, Javascript, Python, Github, Microsoft Excel, Google Sheets, HubSpot, Figma, Squarespace
- Pymol, DNA and RNA fingerprinting, crystallography, bioinformatics research
- Native Languages: English, Bengali; Proficient: Spanish

## PROJECTS

### Rocketry Design Project

Columbia University

*Contributor*

February 2022- March 2022

- Mechanical Engineering Department Project led by Professor Mike Massimino.
- Design model rocket gliders using 3D printing technology and simulate launch conditions in a wind tunnel.
- Calculate lift and drag parameters, and visualize aerodynamic properties of models.