

Nabihah Ahmad

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EDUCATION

Columbia University in the City of New York

Bachelor of Science in 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

- Founded a [fashion-tech platform](#) for sustainable consumption of fashion through digitization and re-commerce
- Plan and execute project ideas while managing 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 - August 2022

- Developed web pages using HTML, CSS, and Hubspot integrations.
- Increased website traffic by 140% through optimizing landing pages and conducting A/B experiments
- Managed all aspects of LinkedIn marketing campaigns, resulting in a 15% increase in leads.

Content Creator

New York, NY

Freelance

February 2022 - Present

- Create engaging social media content to drive \$42,075 in sales through affiliate partnerships and help brands acquire new long-term customers
- Partnered with 30+ brands across the beauty, fashion, entertainment, nutrition, and insurance industries.
- Generated 1.7 million likes and 22k followers across platforms.

Columbia Science Review

New York, NY

Layout Designer

February 2022 - April 2022

- Designed layout of content in print and peer-reviewed online publications, ensuring all design specifications were met while adhering to strict deadlines.
- Collaborated with the editorial team to integrate user interface elements to facilitate consumer interaction

Jumpstarting Aspiring Developers and Entrepreneurs

New York, NY

Web Development Trainee

January 2022

- Became proficient in HTML, CSS, Javascript, and Github
- Coded the entire front-end of Sustainable Sister's initial website in less than a week.
- Had discussions with executives, venture capital investors, product managers, and software engineers in tech

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
- Create custom outfit recommendations using a virtual closet database to cut spending by at least 30%

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 regional/state-level 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

Portfolio Website

New York, NY

Web Developer

January 2022

- Coded my [portfolio website](#) in two days using HTML, CSS, and Javascript and hosted it using Github pages
- Created a low fidelity wireframe using Figma to outline the minimalistic design of my website.