



SUMMARY

Dynamic and results-driven Executive Assistant with over 5 years of experience providing comprehensive administrative support to senior executives in both corporate and private practice settings. Expertise in calendar management, coordinating meetings and events, handling sensitive information with discretion, and facilitating seamless communication with internal and external stakeholders. Known for exceptional organizational, communication, and interpersonal skills, with a proven ability to work both independently and collaboratively in fast-paced environments.

PROFESSIONAL EXPERIENCE

EDUCATION

Stony Brook University

Bachelor's Degree in Psychology and Linguistics
2015 – 2020

SKILLS

- **Skilled in React.js:** Developed dynamic, responsive user interfaces with React, leveraging component-based architecture, state management (e.g., Redux, Context API), and hooks (useState, useEffect)
- **Experienced in Node.js:** Built and maintained server-side applications
- **Proficient in JavaScript, HTML, and CSS:** Created interactive front-end features and styled applications
- **Engineered a Full-Stack CRM Software:** Designed and developed a custom CRM system using **React.js** for dynamic front-end interfaces and **Node.js/Express** for scalable back-end services
- Proficient in Excel, Powerpoint, Calendly
- Experience in managing budgets and handling financial documents

Marketing Executive Assistant

ECHO5 Digital | 2021 – Present

- Generated and maintained a robust client database of over 750+ clients while simultaneously tracking customer analytics
- Utilized Google Analytics to track, analyze, and report on website performance, identifying trends and key metrics to inform data-driven marketing strategies and optimize campaigns.
- Created and managed Google Ads campaigns, performing keyword research and bid management to drive traffic and maximize ROI.
- Enhanced on-page SEO by optimizing meta descriptions, page titles, header tags, alt texts for images, and URL structure to improve search engine visibility and rankings.
- Conducted keyword research using SEMrush and integrated high-performing keywords into website content, meta tags, and blog posts to boost organic traffic and improve SERP rankings
- Developed and executed targeted email marketing campaigns using Mailchimp and HubSpot, segmenting audiences, creating compelling content, and optimizing send times to boost engagement and conversion rates.
- Conducted A/B testing for landing pages, email campaigns, and ads to optimize conversion rates and overall performance.

Front Office Manager

Bashir Ahmed MD PLLC | 2019 – 2021

- Managed and coordinated professional correspondence on behalf of doctor
- Negotiated partnership agreements and service contracts with leading medical technology companies, allergy specialists, physical therapy clinics, insurance and pharmaceutical companies to expand service offerings, resulting in increased referrals and expanded market presence
- Processed and reviewed insurance claims using ICD codes, identifying and resolving claims discrepancies and optimal reimbursement for services rendered
- Managed financial operations, including processing invoices, overseeing accounts payable and receivable, and coordinating the timely submission of legal documentation to law firms.
- Decreased patient wait time, referral processing time, medication and transportation approval time by 55% through creating and implementing strategic systems
- Trained 4 new and 6 existing employees on integral policies and procedures including transportation approvals, medical report writing, and filling out legal paperwork.
- Boosted profits by 30% annually utilizing HEDIS software through partnerships with Catholic Health Proficient

Program Coordinator

Mindfulness Division at SBU | 2018 – 2019

- Strategized community outreach events directly with high-level executives increasing enrollment by 62%, educating over 350 students and faculty members on how to implement daily mindfulness practices
- Provided administrative support, including answering phone calls, responding to emails, preparing correspondence
- Spearheaded presentations for training and marketing materials

VOLUNTEER WORK

- Secretary of IGNITE at Stonybrook University
- Archivist for the Algonquian Revitalization Project

CERTIFICATIONS

- CPR Certified
- AMAP (Approved Medication Assistive Personnel) Certified