

SHAHEEDA AMELIA ANIF

183-41 Grand Central Parkway, Jamaica, NY 11432 - (718) 869-0806 -
shaheeda.anif@gmail.com

EDUCATION

Adelphi University

Garden City, NY

2010-2014

BA in Communications – Specialized in Public Relations & Media Studies – Minor in Marketing & HR Management

Completed an operations management and business course in Beijing, Xi'an and Shanghai
China 2014

Assumption College - special education & counseling course

Kerala, India January 2012

Archbishop Molloy High School

Briarwood,

NY 2006-2010

SKILLS

Microsoft Office - FileMaker Pro - AS 400 ERP System - Peachtree - iMovie - Photoshop - Final Cut Pro - ALL Social Media

EXPERIENCE

G-III Apparel Group, Ltd.

Manhattan, NY

Public Relations/Fashion Sales Intern

October

2013-Present

- Completed weekly selling recaps for Vince Camuto, Eliza J. and Jessica Howard dresses
- Analyzed market performance data & compiled reports for sales teams and designers to maximize profit
- Utilized AS 400 ERP System and FileMaker Pro to examine monthly sales by account to identify growth and potential areas of improvement

1 Degree Hire

Goldens Bridge, NY

Public Relations/Marketing Intern

May 2013-

September 2013

- Increased database by 20% by maintaining and creating relationships with customers
- Broadened research for sales/marketing by producing & designing marketing techniques for promotional events
- Managed social media platforms such as Twitter, YouTube, Facebook, and Instagram

HJMT Public Relations Firm

Melville, NY

Social Media Intern

September

2012-January 2012

- Planned and managed promotional events such as the N.Y. Enterprise Small Business Awards
- Managed clients' social media to build stronger relationships & prepared press releases for various clients
- Assisted in daily administrative duties while creating blog topics and writing blog articles for the company's website and for a variety of their clients which included NEFCU and LIJ Hospital

Express Fashion Company

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Garden City, NY
Stylist/Co-Manager
August 2012

March 2012 -

- Assisted in managing the total profit and managing all registers
- Restructured the department and implemented new floor layouts to work more efficiently and better position merchandise, which increased revenues by 15%

Sales Associate

September 2011

-March 2012

- Utilized suggestive selling techniques leading to effective closing
- Helped style customers in the fitting room and established a fun and optimistic environment

G3 Display Company

Long

Island City, NY

Public Relations Assistant/Receptionist

June 2009-

September 2012

- Completed daily purchase orders and invoices for records and marketing using Peachtree Accounts
- Updated database with current information & increased customer service with establishing successful social network

VOLUNTEER

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Senator Serphin Maltese Office

Howard Beach, NY

Public Relations Assistant

June 2008 -

August 2008

- Promoted and advertised for the Senator using Social Media
- Managed workflow and deadlines for client projects using established priorities and timelines

Bernard Fineson Development Center

Briarwood, NY 2006

- Assisted and counseled children with disabilities during holidays