

# DAVID MOSTAFA

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## OBJECTIVE:

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To obtain a sales and marketing position to incorporate my education and experience. I am a supportive, motivated and enthusiastic team player committed to company goals.

## EDUCATION:

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**THE GEORGE WASHINGTON UNIVERSITY, Business School**      **Washington, DC**

**Bachelor of Business Administration,**      **Graduation: May 2015**

**With concentration in Marketing.** I have taken several Economics, Operational Management, Corporate Finance, Accounting, Marketing, Statistics, and other business related classes. In addition, I have taken courses in Artist Management and Music Industry Entrepreneurship at The Berklee College of Music.

## SOCIAL MEDIA/DIGITAL MARKETING SKILLS:

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### Skills:

**Social Media Savvy** – Professional with sales and marketing background, creativity, and brand awareness through intelligent use of social media. Strong verbal and written communicator, relating to people at all levels.

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|------------------------------------------|---------------------------------------|
| • Market Analysis                        | Personal Branding                     |
| • Social Media Strategy & implementation | Pricing Negotiation                   |
| • Corporate Blogging                     | Project Management                    |
| • Twitter and Facebook Advertising       | Business Planning                     |
| • Web Content Development                | Professional Presentation Development |

## WORK EXPERIENCE:

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**Rubriq Corp. – Marketing Research**      **McLean, VA**  
**Part-Time Intern**      **Fall 2014- Present**

- Providing market information, competitive analysis, and organizing product information for investment teams analyzing early stage startup companies.
- Assisted in developing product feature matrix for all competition in music streaming industry.
- Provided valuable information such as: potential market size, annual market growth, and market cohesion strategy to investment team specifically for the music streaming industry.
- Evaluating marketing strategies for various technology startup companies seeking investment.

**CBS Local - Business Development Group**      **New York, NY**  
**Full-Time Intern**      **Summer of 2014**

- Assisted in development of strategic partner initiative to identify and contact digital entities in pursuit of monetizing content.

- Worked in the initial phase of a new podcast campaign in which I identified and contacted various celebrities and professionals gaging interested in creating new content for podcasts.
- Led sports content project with an intern from marketing team reporting under me in aggregating sports content from independent sports blogs concentrated in the NFL.
- Worked to identify strengths and weakness in CBS Locals content and identify other digital media entities who we could engage in content exchanges with.

**Entourage Systems, Inc.**  
**Full-time Intern**

**McLean, VA**  
Summer 2012 & 2011

- Developed various applications for students who use e-books in the class room for note taking, note sharing, and summary list of highlights in their multimedia e-book.
- Pitched presentations to organizations interested in trial testing the next generation of multimedia e-book product for utilization in their company.

**Part-time Intern**

**Fall 2009 & Spring 2010**

- Contributed to the marketing research and the product definition of the launch of a revolutionary e-book product from concept to market.

**Habitat For Humanity**

2006-2009

- Completed more than 400 hours of service during trips to New Mexico, Pennsylvania, and Delaware.

**Jewish Youth Philanthropy Institute**

2006-2009

- Secured funding for 2 nonprofit organizations: Friends of the Eart Middle East & Active Minds.