

Arooj Saeed

[LinkedIn](#) • [Phone](#) • [Email](#) • [GitHub](#)

EDUCATION:

Southern New Hampshire University: Manchester, NH

January 2020 – May 2022

BS Computer Science w/conc in Software Engineering, GPA 3.5/4.0

- **Awards:** GHC 2020 & 2021 scholarship, 2021 Tapia Conference Scholarship, Name in SNHU President's list winter 2020, 2021 & Spring2022. Rewriting the code mentor.
- **Relevant Coursework:** App Development, Software development lifecycle & test, UI/UX design & development, Frontend/Backend development, full stack development, mobile programming

WORK EXPERIENCE:

Affiliate Marketer

May 2022-Present

Amazon (Self-employed)

- Develops and executes affiliate marketing strategies for various companies like Amazon, Sam's Club, Walmart, BestBuy, which includes email campaigns, landing pages, social media posts, etc.
- Manages the development of content across all channels to ensure brand consistency and adherence to best practices. Collaborates with internal teams on creative concepts and blogging.
- Monitor campaign performance using Google Analytics tools (eCommerce/Non-e-commerce) in order to optimize future efforts based on data analysis & insights from previous initiatives. Engage the audience with website and get 99% traffic [HERE](#)

Mentor

July 2021-Present

Anitab.org

- Provide mentorship one on one and to group of up to 7 young and emerging women. Develop leadership, networking, and negotiation skills. As a mentor, understand the unique challenges women face as we advance our careers. Continue to enhance mentorship knowledge by attending workshops and career fairs.

E Center: Yuba City, CA

June 2021 – October 2021

Summer Intern

- Managed organization's social media platforms and created content to keep SM up to date. Worked on a project that modernizes E Center's hiring and orientation process. Utilized my own YouTube channel knowledge to determine where it could best serve the organization and where it fits into the modernization project. Received return offer.

ACADEMIC & RESEARCH EXPERIENCE:

Developed web application, Roomies [HERE](#)

Black Wings Hack 2022

- Winner of competition. Worked on UI/UX designing and prototyping. Using advanced knowledge of prototyping, I managed to develop a perspective about this app.

Developing a Web application, Noteable [HERE](#)

Side Project

- Served as a Backend developer in the team and Built a web application for keeping all the notes on one place,

Developed a QA system, Bitcamp Exploration Trail 2021

Mentor: Dr. Jordan Boyd-Graber & Saptarashmi Bandyopadhyay

- Built a question answering system that can compete against humans in a "quiz bowl"-like game. "Automatically Buzz" for answers above a certain threshold value even before the whole question end. [HERE](#)

SKILLS:

- **Hard Skills:** C++, Java, Python, Mobile/Web app development, Object-Oriented design, Software testing and debugging, Graphic design database
- **Soft Skills:** Self-motivation, Time management, Communication, Problem-Solving, Creativity, Self-management, task planning, Team leadership, Responsible, Networking, Competitive, Dedicated, Enthusiastic

Hobbies & Interests:

- Owns and manages my YouTube and Facebook page. Responsibilities include meeting deadlines, as well as editing videos to a very high standard with following the trend.