

Fatima A Rimi

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EDUCATION

BROOKLYN COLLEGE, MURRAY KOPPELMAN SCHOOL OF BUSINESS

Bachelors in Business Administration and Marketing

Dean List (Fall 2019, Spring 2020, Fall 2020)

Brooklyn, NY
Aug '18 - Aug '22

URBAN ASSEMBLY SCHOOL FOR CRIMINAL JUSTICE

Advanced Regents Diploma

Co-Leader of Generation Citizen; Co-Leader of Girls Generation; Co-captain of kickboxing; Cheerleading and Flag Football team member

Brooklyn, NY
Oct '15 - Jun '18

PROJECTS

America On Trial FT13

3 Months

Languages: HTML5/CSS, JavaScript, JS Plugins, Bootstrap

- Scheduled meetings with clients and executive management to report and assess progress, deliverables, any roadblocks and troubleshooting throughout project life cycle
- Led web developing team and created accessible, responsive, and functional user interfaces using HTML/CSS and JavaScript, playing key role in troubleshooting technical issue that helped meet project requirements and deadline
- Identified test scenarios and created test plans decreasing debugging time by 12%

EXPERIENCE

The Urban Wild

Junior Web Developer & Technical Project Manager

New York, NY
Nov '22 - Present

- Worked with stakeholders, including executive management, and developers to assess client needs, progress, roadblocks, and made recommendations to remove roadblocks meeting deliverables
- Conducted standups and using agile, lead and supervised team of 2 developers in full stack development of website for grassroots organization, implementing analytics tool and SEO strategy, assigned and redirected tickets as needed
- Created and updated documentation as needed concerning technical problems, diagnosed and troubleshooted up to 83% of software errors ensuring deadline requirements

BLEND: Cafe + Co-work

Social Media Marketing Coordinator

Brooklyn, NY
Jul '21 - Feb '22

- Created social content across platform targeting demographic by analyzing user engagement and in-store foot traffic
- Created promotional offers, building traction on instagram, increasing engagement rates by 32%

Stylist Secret

Social Media Marketing Specialist & Content Curator

New York, NY
Aug '20 - Dec '20

- Social media marketing and analyst for luxury fashion reseller, primarily on Instagram and Ebay
- Created content calendar, including 6 polls, 2-3 interactive stories and 1-2 posts per week
- Gained 100+ followers, closed 3 sales, and increased authentic engagement by 46%

UGE International

Data & CRM Intern

New York, NY
Dec '19 - Feb '20

- Improved CRM for 5,000+ client contacts by consolidating disparate record-keeping systems allowing management to have a single view of the firm's customers and run various reports
- Created a logic in the system so that any outdated email contact is flagged and relationship manager would be required to update the CRM

SKILLS

- GitHub
- Canva
- Figma
- Microsoft Office Suite
- Adobe Creative Suite
- Social Media Marketing
- HTML/CSS
- JavaScript
- Bootstrap