



flora.massah@gmail.com
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EXPERIENCE

Freelance Web Designer + Developer

Self-employed | Henderson, NV | 2017 - Present

- Designing and developing responsive websites for small businesses with WordPress

Independent Research

Cultural Project | Isfahan, Iran | 2014 - 2016

- Researched modern Iranian culture and documented life histories (book in progress)

Communications & Media Consultant

Manurewa Marae | New Zealand | 2013 - 2014

- Revamped website and replaced with user-friendly platform
- Created intranet system and trained staff members how to manage on their own
- Developed Communications Strategic Plan on standard brand policies and external resources
- Designed informational brochure advertising social & educational services
- Directed and edited **promotional videos** for on-site holistic health clinic

Senior Thesis Ethnographic Research

Princeton University | New Zealand | 2012 - 2013

- Conducted and analyzed 5 weeks of field-work (participant-observation and in-depth interviews) with tourism industry members
- Thesis Title: "The Spirit of Hospitality: Maori Tourism and the Interplay of Culture & Capitalism"

EDUCATION

Princeton University

Bachelor of Arts in
Anthropology

Certificate in Gender &
Sexuality Studies

SKILLS

Design Skills

Adobe Photoshop,
Illustrator, InDesign,
After Effects
UXPin/Wireframing
Sketch

Technical Skills

HTML5 & CSS3
JavaScript & JQuery
WordPress/PHP
Git

Video Skills

Final Cut Pro
Adobe Premiere

Research Skills

Participant-observation
In-depth interviews
Ethnography

Language Skills

Farsi (Advanced)
Japanese (Intermediate)
Maori (Beginner)