

PROFILE

Full-time Media & Information student seeking a challenging internship opportunity where I can enhance my knowledge and experience in user experience research and design.

SKILLS

// PROFESSIONAL

Creative Strategy
Results-Oriented
Strategic Thinking
Cross-Functional Communication
Leadership
Project Management
Time Management
Digital Strategy
Adaptability
Team Collaboration
Innovation
Research

// TECHNICAL

Wireframing
Storyboarding
Design Sprints
Figma
SQL
R Programming
Spreadsheets
Adobe InDesign
Microsoft Suite

EDUCATION

Expected 07/2023

MICHIGAN STATE UNIVERSITY

Bachelor of Arts, Media & Information
Concentration, Information, Management &
Design for Society
Minor in Information and Communication
Technology for Development

39 Credits Earned

MACOMB COMMUNITY COLLEGE

Media & Communication

CERTIFICATIONS

Completed May 2022

GOOGLE DATA ANALYTICS

Google — Online Course

Expected 07/2022

GOOGLE UX DESIGN

Google — Online Course

PROFESSIONAL EXPERIENCE

ORIGINAL AD DESIGNER

Complete Kitchen Design | 2017 - 2020

As CKD's Original Ad Designer, I created thought-provoking, on-trend designs that appealed to a wide customer basis.

- Diagnosed business marketing needs during strategic and conceptual monthly brainstorming sessions
- Curated individualized rough drafts for leadership and client approval; embraced feedback to deliver an improved design.
- Expanded knowledge of current and historical design trends.
- Determined styles, size and arrangement of illustrations and graphics.

ASSISTANT MANAGER

Village Palm | 2018 - 2019

Promoted to Village Palm's Assistant Manager within two years, I was recognized as a strong leader, providing an irreplaceable retail experience for customers by fostering a culture dedicated to delivering first class customer experiences.

- Increased business revenue 20% by reviewing weekly sales reports, implementing merchandising and promotional improvements and inventory management accuracy.
- Spearheaded an organizational process that impacted the accuracy of our stock-on-hand and efficiently identified discrepancies.
- Provided a one-of-a-kind shopping experience by collaborating with business representatives and community members to host personal shopping events.
- Leveraged Instagram and Twitter accounts with weekly promotions and customer-focused collaborative challenges to increase customer awareness and sales.
- Promoted the business in local newspapers with holiday events and specials to increase customer sales by 5%.

RETAIL SALES ASSOCIATE

Village Palm | 2016-2018

As Retail Sales Associate, I executed on strategic sale tactics and media planning to promote the business and push product, while influencing a newer wave of young clientele into the store through media marketing and interactivity.

- Arranged inspiring displays of new merchandise that encouraged customer sales and a faster turnover of overstock items by leveraging signage, color coordinating, and designing floor sets.
- Oversaw full lifecycle of order fulfillment by processing 40 monthly Joor orders.
- Developed marketing strategies to help support the company's goal to expand into Southern Tide, Reyn Spooner, Sail to Sable, SPANX, and Hanky Panky.
- Served as brand ambassador within Metro-Detroit through wearing the product and sharing my strong support for quality clothing with members of the community and inviting them to store events.
- Maintained knowledge of current promotions, exchange guidelines, payment policies and security practice.
- Adopted a customer-first mindset by staying apprised of emerging trends, assisting with personal product selection for individual buyers and fielding phone calls to provide product information.
- Served as an expert resource for teammates and customers by retaining product, service and company policy knowledge.

ORGANIZATIONS

The Tower Pulse (2017-2018)

Web Editor, Content Creator

The Tower Newspaper (2016-2018)

Staff Writer

Her Campus Magazine (2021-Present)

Staff Writer, Events Director, Media Designer

Michigan State University Lebanese Student Association (2021-Present)

Group Participant, Volunteer

Golden Key International Honour Society (2022- Present)

General Member

Michigan State Peer Body Project (2022- Present)

General Member