

Nadia Parveen Groome

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Education

Virginia Polytechnic Institute and State University, Blacksburg, Virginia

Bachelor of Arts in English with concentration in Professional Writing - May 2015

GPA: 3.9 - Graduated summa cum laude

Work Experience

College Media Solutions, Blacksburg, Virginia — January 2015 to May 2015 — *Promotional Marketing Intern*

- Increased revenue, clientele, and brand awareness for 112 participating local businesses by +30% after Collegiate Time's Best of Blacksburg annual readership survey results were published.
- Maximized profit and brand awareness by selling display advertising space with the Collegiate Times through distributing media kits and speaking with local business owners about participating in the campaign and contest.
- Created and disseminated promotional marketing content through website, social media posts, and promotional events, which resulted in 3,000 students engaging and voting for businesses on the survey.

Boat America Corporation, Alexandria, Virginia — June 2014 to September 2014 — *Membership Marketing Intern*

- Designed and edited online and print content, including emails, video scripts, brochures, flyers, and tradeshow materials, promoting over 25 member benefits in order to gain new members and retain existing 500,000 members.
- Managed and tracked Facebook, Pinterest, and Twitter campaigns via Shoutlet, optimized YouTube videos for SEO, and learned about Google Analytics and SEO and PPC strategy in order to target specific geographical boating areas and demographics and drive them to our online service sites.
- Expanded our brand to younger demographics through social media photo contests and direct mail campaigns with +15% increase in young adult members engagement.

Virginia Tech Human Resources, Blacksburg, Virginia — May 2013 to December 2013 — *Communications/Marketing Assistant*

- Interviewed various local organizations and Virginia Tech employees in order to research and write articles for the Virginia Tech News website and upload articles, graphics, and campus notices in the CMS.

Publishing Experience

Published Editor - *I Dream in Murder* by J.C. Kicia - August 2015

- Edited, revised, and organized published murder mystery novel.

Design Experience

Collegiate Times, Blacksburg, Virginia — August 2011 to January 2012 — *Designer*

- Utilized creative thinking skills to design visually pleasing and informative layouts and graphics.

Study Abroad

Presidential Global Scholars, Riva San Vitale, Switzerland — January 2014 to May 2014

- Collaborated with a team of international students to develop a semester long research paper and presentation.

Computer Skills

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Ensemble, Wordpress, WIX, Shoutlet, Github, Social Media, Experience with HTML, CSS, DITA, XML

Honors and Affiliations

Writing Center Tutor, Blacksburg, Virginia — November 2013 to May 2015

Virginia Tech University Honors, Blacksburg, Virginia — August 2012 to May 2015

English Undergraduate Research Conference Poster Presenter, Blacksburg, Virginia - March 20, 2015

Outstanding Professional Writing Student of the Year Profile, *A Feast of Words*, Blacksburg, Virginia – April 2015

Alpha Delta Pi Sorority, Blacksburg, Virginia — January 2012 - December 2013

- Webmaster — November 2012 - December 2013