

Nadia Parveen Groome

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Education

Virginia Tech, Blacksburg, Virginia

B.A. in English with concentration in Professional Writing - Graduated May 2015

GPA Overall: 3.88, GPA In Major: 3.89 - Graduated summa cum laude

Work Experience

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

- Planned and implemented the Best of Blacksburg marketing campaign from the ground up by engaging with the local community and promoting local businesses.
- Maximized profit and brand awareness through the website, social media, events, advertisements, and projects.
- Coordinated with and supported marketing campaigns for all other Educational Media Company Divisions.

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

- Designed and edited online, print, and email promotional materials using Adobe Creative Suite and Microsoft Office, including video scripts, brochures, flyers, billboards, and table tents.
- Managed and tracked social media campaigns via Shoutlet and learned about Google Analytics and SEO and PPC marketing strategies.
- Expanded our brand to younger demographics through social media contests and direct mail campaigns.

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 websites, including a 10 story campaign on the Commonwealth of Virginia Campaign and a weekly internal employee newsletter.
- Created, uploaded, and maintained articles, graphics, and campus notices in the CMS.

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.
- Honed my computer skills through the use of Adobe Illustrator, InDesign, and Adobe Photoshop.

Computer Skills

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

Study Abroad

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

- Experienced different cultures, perspectives, and sets of values.
- Collaborated with diverse people on a semester long project.

Related Coursework

Developing Online Content, Writing and Digital Media, Technical Editing and Style, Designing Documents for Print

Honors and Affiliations

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

Writing Center Tutor, Blacksburg, Virginia — August 2014 to May 2015

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

Leadership Tech Year 2: Expanding Leadership, Blacksburg, Virginia — September 2012 to May 2012