



NASIM EGHlima

WEB DESIGN & COMMUNICATIONS

OBJECTIVE

A hardworking team player with over a decade of professional and academic experience. In the hotel and tourism industries, who is looking to combine this industry expertise with their flair for Web design and Communications.

EDUCATION

University of Florida (Current Student)

2020: M.A. Mass Communications-Web design Specialization,

University of Strathclyde. U.K

2004: M.S Tourism,

University of Strathclyde (3.6 GPA)

2002: B.A Hospitality and Hotel Management,

OTHER CERTIFICATIONS

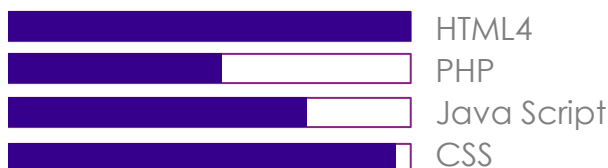
2018: Certificate holder of Facilitative Leadership by Interaction Associates

2010: Finance Certificate, University of California Berkeley

SOFTWARE

Advanced MS Office, Word, PowerPoint, Excel, Publisher, SharePoint, Outlook, Proficient in Photoshop CC, Light room, InDesign, Adobe XD, Atom, GitHub, Instagram, Facebook and Twitter, SPSS, Switch Board, Lotus Notes, Fidelio v6, Fidelio Express, I-Hotelier, Salesforce, Delphi, CRS (Central Reservation System),

CODING



CONTACT

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Walnut Creek, CA



ABOUT ME

A Multi-faceted Designer. Who is talented in Web + Print design, Marketing, Communications, Photography and UI/UX Research.



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SENIOR ANALYST

(09/2016 --Current)

- Oversee and implement the Bureaus Contracts/Grants for 15 Major Contracts with largest up to \$15m in value.
- Social Media Committee/Community Relations Lead who built the social media presence from scratch.
- Produce the Bureaus external communications such as Annual reports and Fact Sheets.
- Project Manage multiple projects that relate to CSB's Federal Grants such as Self- Assessment, Goals and Objectives and Planning Calendar
- Initiated, collaborated and produced a photo/art gallery in Martinez to raise awareness for the Head Start programs in 2017 and 2018.

REVENUE & MARKETING MANAGER

(1/2009--2012)

- Responsible for monitoring and enhancing key financial and revenue indicators to optimize room revenue.
- Establish short- and long-term goals to constantly achieve and exceed business forecasts for room revenue, ADR and RevPar
- Working with the corporate and revenue management team to evaluate and analyze business operations.
- Constantly researching and analyzing pricing information, room and rate data, business and marketing plans and other operational policies
- Develop and implement revenue generation plans and other strategic revenue generating programs to optimize room occupancy and maximize income.
- *Develop marketing and branding strategies to increase room and group revenues.*

SENIOR ASSOCIATE

(7/2007--12/2008)

- Managed Research department for the Vice President of research.
- Managed and trained members of staff
- Tracking hotel real estate transactions across EMEA (Europe, Middle East and Africa) and managing the research data- base through Salesforce
- Producing and finalizing quality research publications discussing the hotel market and investment market from a global, European and local level.

INTERESTS

Design, Fashion,
Travel, Interior Design,
Photography, Social
Media, Web, Yoga,
Reading, Painting,
Healthy living, Music,
Netflix Binging.