

# Naji Maan Dia

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## EDUCATION

### UNIVERSITY OF CALIFORNIA, RIVERSIDE

BACHELOR OF SCIENCE:  
BUSINESS ADMINISTRATION -  
MARKETING

Graduated in June 2019

### SANTIAGO CANYON COLLEGE

ASSOCIATES OF ARTS:  
LIBERAL ARTS

Graduate in June 2017

## COURSEWORK

### UNDERGRADUATE

Marketing & Distribution Management  
Decision Analysis & Management Science  
Financial Eval. & Managerial Analysis  
Productions & Operations Management  
Competitive & Strategic Analysis  
Services Marketing  
Consumer Behavior  
Marketing Research  
Advertising  
Digital Marketing  
Negotiation Fundamentals

## SKILLS

### SOFTWARE

- SEO
- G Suite
- Tableau
- MS Office
- Social Media Platforms

### MISCELLANEOUS

- Fluent in Arabic
- Fluent in English
- Data Analysis
- Quick and Adept Learner

## LINKS

LinkedIn:// najidia

## EXPERIENCE

### NORTH AMERICA MORTGAGE | MARKETING SPECIALIST

December 2017 – Present | Irvine, CA

- Established goals and objectives in order to reach our customers through all marketing channels.
- Organized, managed, and fixed files such as photos, excel sheets, and etc.
- Supported the sales team with marketing activities by demonstrating expertise in various areas, including optimization, advertising, social media, and direct marketing.
- Listed 10-15 properties on CRMLS.

### SUPERLATIVE | MARKETING ASSOCIATE

September 2017 – November 2017 | Irvine, CA

- Developed 10-15 promotional advertisements to be used by clients.
- Managed a team of graphic designers to meet deadlines and complete projects.
- Meet with clients in order to establish or expand on contracts.
- Managed daily administrative tasks to ensure the Marketing department runs smoothly and conducted research to identify new revenue opportunities.

### QUICKEN LOANS | CUSTOMER RELATIONS ASSOCIATE

September 2014 – October 2015

- Greeted customers and provided an enjoyable experience. Responded to customers in a timely manner. Utilized great customer service skills to ensure positive customer engagement to promote a healthy business interaction.
- Ensured the proper execution of all assigned store level marketing programs.
- Communicated with management team regarding customer requests.

## LEADERSHIP

### UCR HEALTHY CAMPUS INITIATIVE | PROJECT MANAGER

April 2019 – June 2019 | Riverside, CA

- Collaborated with the Dean of School of Medicine to promote the importance of drinking water and collected data on students' thoughts for hydration stations locations.
- Created 5 designs of flyers to help the committee spread awareness.
- Brainstormed and executed ideas to connect the student to the purpose of the committee. For example I created a marketing tool called "Water Droplets" which are signs that would be placed all over campus that would lead students to either already existing hydration stations or newly built ones.

### FOREIGN EXCHANGE | STREET TEAM LEADER

September 2018– December 2018 | Riverside, CA

- Attended events in order to interact with the families and acquire content for promotional use.
- Created original content through photoshop/illustrator in order to expand user interaction on social media platforms.
- Organized a day to day posting schedule to build a stronger, high quality audience.