

# Nour Muhalhal

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## EXPERIENCE

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### Media Marketing and Design Coordinator

09/2019 - Present

#### *University of Washington Bothell*

- Creating website layout, testing, and improving process flows using Kentico CMS, HTML, and CSS to increase user engagement with site
- Collaborate with external teams to implement SEO strategies and competitive analysis resulting in a successful campaign increasing website traffic by 10%
- Conduct focus groups with stakeholders to ensure users experience and accessibility with website translating into simplifying our online reservation tool

### Policy Analyst Intern

06/2019 – 09/2019

#### *Washington State Department of Social and Health Services*

- Examined 10 years of existing immigrant and refugee program data and their integration in King County
- Developed final report with impact cost analysis matrix that confirmed the 2009 success metrics by 11% and statistical findings with recommendations presented to the Economic Services Administration Leadership
- Collaborated with external teams to simplify case management system by leading focus groups to collect feedback from contractors regarding usability causing a 20% increase in site usage

### Student Assistant

05/2017 – 06/2019

#### *University of Washington Bothell*

- Curated bi-weekly newsletter reaching 350+ subscribers leading to a 20% event attendance increase
- Launched and grew Facebook and Instagram following by 50% through department collaboration and copywriting strategy
- Designed event flyers, brochures, and presentations for the Equity and Diversity Department via Adobe InDesign

### Undergraduate Research Assistant

01/2018 – 05/2019

#### *University of Washington Bothell*

- Managed team of 3 to create social-emotional curriculum and intervention strategies for 30+ Latinx's girls' to increase retention rates at Cleveland High School
- Synthesized data using statistical software SPSS to develop final report and successful intervention strategies resulting in students grade increase by 20% in core classes
- Developed 30+ qualitative surveys given to students to gain feedback from students

## EDUCATION

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### Bachelor of Arts of Psychology and Educational Studies

06/2020

#### *University of Washington Bothell*

- Highlighted Courses: Social Psychology, Design Thinking, Statistics, and Social Research
- Awarded University of Washington - Das Gupta Educational Leadership Scholarship 2018-2019

## SKILLS

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|-----------------|-------------------|-----------------|--------------------|
| • Leadership    | • Creative        | • Strategic     | • Microsoft Office |
| • Innovative    | • Adaptability    | • Research      | • Google Analytics |
| • Communication | • Detail Oriented | • Data Analysis | • Adobe Creative   |