

# Shaffick Ali

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## OBJECTIVE

Creative and goal-oriented communications professional seeking a position utilizing experience in social media, video editing, and marketing. Possess 3+ years of experience using social media for marketing purposes. Proven to understand viewer retention and analyze common trends.

## EDUCATION

William Paterson University | Wayne, N.J. May 2021  
Bachelor of Arts in Communication | Broadcast Journalism Concentration GPA: 3.6

## RELATED COURSEWORK

Digital & Social Media Communication January 2021- May 2021

- Created and grew social media account over 15 week semester
- Oversaw weekly analytics including the total number of likes, followers, or viewers
- Developed and created weekly content including graphics and videos to engage the audience
- Adapted content based on viewer analytics and engagement

Senior Capstone Project January 2021- May 2021

- Created a 4 min video package on Should Athletes Be Paid
- Storyboarded questions for voice bytes
- Edited footage to grab audience attention

## RELATED EXPERIENCE

Content Creator YouTube, Independent November 2020- Present

- Edited footage that creates a story for viewer retraction around entertainment, sports, news
- Scheduled interviews with guests and maintains a tight schedule
- Created thumbnails and study common trends to increase viewership
- Grew channel to over 78,000+ channel views in the past 2 years
- Has surpassed 500 subscribers in 2 years

## WORK EXPERIENCE

Burlington Coat Factory, Garfield, N.J. August 2020 - September 2021

*Loss Prevention Associate*

- Interacted with customers about lost items, returns or other issues
- Secured lost items found within store until the rightful customer arrived

Walmart, Wimauma, FL December 2021 - Present

*Digital Personal Shopper*

- Interacted with customers about lost items, returns or other issues
- Shopped personal orders and stored them in the correct sections

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## Technical Skills

Computers: Adobe Premiere, Excel, Adobe Creative, iMovie, CapCut and Canva

Languages: English (Native), Spanish (Conversational)