

OMEED MOSHIRFAR

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EDUCATION

WASHINGTON UNIVERSITY, SAM FOX SCHOOL OF DESIGN AND VISUAL ART, St. Louis, MO May 2025

Bachelor of Arts — Majors in Communication Design and Supply Chain Management, Minor in Computer Science

Beyond Boundaries Program | Dean's List | **GPA: 3.63**

WATERFORD SCHOOL, Sandy, UT

May 2021

High School Diploma | Cumulative GPA: 3.98/4.00 ACT: 34/36

Honors: *Waterford Scholar with Distinction, High Honors, cum laude*

PROFESSIONAL EXPERIENCE

SHIRFA | Sandy, UT

September 2017 - Present

Independent Freelancer and Consultant

- Developed graphics, video advertisements, and online organization and management systems to streamline and support firms and institutions with their business problems and needs
- Worked with 10 local and national clients, ranging from small businesses to large institutions across multiple fields, including Princeton University, Hoopes Vision, and Boxboys Music Group
- Aligned and communicated with clients during the development period of products, implementing feedback through multiple iterations to ensure high quality and overall satisfaction

KODIAK VENTURES | St. Louis, MO

January 2022 - Present

Marketing Director

- Developed and orchestrated marketing and outreach solutions (instagram posts, cold emails, graphic posters, etc.), attracting more than 25 applicants for their VC Fellowship Program and Talent Pipeline
- Expanded their online presence by 230% through Instagram and Twitter, providing weekly updates about their contributions in the St. Louis and Washu startup space
- Welcomed and implemented feedback from team members, aiding in the effective streamline of marketing ideas and materials

VELVET | Salt Lake City, UT

June 2020 - September 2020

Content Creation, Marketing, and Sales Intern

- Designed, scheduled, and managed the financial technology startup's first marketing campaign to develop their brand, increase their online audience, and educate potential users about the hedge fund and private equity industries
- Wrote 5 financial articles, produced 50 Instagram and LinkedIn posts, prepared 1 year worth of backlog content, and created and presented startup pitches to angel investors and financial advisors
- Increased following on LinkedIn by 2000% and Instagram by 1000%, and attracted 1050 readers to Medium

LEADERSHIP AND EXTRACURRICULARS

PGN PROFESSIONAL ORGANIZATION | St. Louis, MO

May 2022 - October 2022

Recruitment Chair

- Worked daily alongside co-recruitment chair to plan and execute logistics for recruitment regarding emails, schedules, marketing, budget, interviews, and networking events (social, professional, and philanthropic) to accommodate 250+ new member candidates
- Served as the primary point of contact for 250+ potential new members throughout the recruitment process by providing timely communication via email along with a supportive presence
- Conducted 15+ hours of internal organization meetings for 80+ members to deliberate and screen for potential new members

FIRST GENERATION INVESTORS | St. Louis, MO

September 2021 - Present

Financial Literacy Tutor

- Tutored 15 underserved highschool students financial literacy curriculum weekly through Zoom on a semesterly basis to help jumpstart their understanding and experience with personal finance
- Tailored teaching style by expanding from the curriculum and discussing relatable applications in an enthusiastic manner so that students were engaged and excited to learn the challenging concepts

PHOTOGRAPHY | St. Louis, MO

January 2011 - Present

Professional and Recreational Photographer

- Undertook photography at the age of 8 and have since developed the passion into both a professional skill and lifelong hobby
- Won 10 nationally recognized awards in photography and currently publishing first photo book which includes awarded photos
- Starting a portrait and headshot photography business, WUshoots, on campus that offers a simplified and affordable service, utilizing skills in business, design, and computer science to spearhead its funding and development

SKILLS

- **Languages:** Fluent in Farsi, Basic Proficiency in Chinese
- **Software:** Adobe Suite, Java, Javascript, Python, PHP, Regex, HTML, CSS, AWS, Final Cut Pro, Procreate
- **Interests:** Tennis, Skiing, Building Koi Ponds, Traveling, Viola, Cello
- **Other Affiliations:** Photography Club, Music Production Club, Podcast Host, HS Tennis (Captain), HS Orchestra (Principal)