

Roxanna Abedi



EDUCATION


Aug 2018 – May 2022

Bachelor of Arts: Integrative Biology

University of California Berkeley



CONTACT

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 **GitHub:**
github.com/roxyabedi

 **Personal Website:**
roxyabedi.github.io/personal-portfolio/



SKILLS

HTML, CSS, JavaScript, jQuery,
Node.js, Express.js, React.js, APIs,
SQL, PostgreSQL, Git/GitHub,
Office365

PERSONAL PROJECTS

[Boston Celtics Stats](#)

Express/Node.js, EJS, JavaScript, HTML, CSS

- Developed a statistics website for the Boston Celtics.
- Developed functionality by implementing the `balldontlie` API to pull current stats and player information of players on the Boston Celtics roster for the 2023-2024 season.

[Musical Connections](#)

JavaScript, HTML, CSS, React

- Developed a clone of the NYT Connections game, with a focus on categories relating to music using React.

PROFESSIONAL DEVELOPMENT

The Complete 2024 Web Development Bootcamp

Udemy

Sept 2023 – Jan 2024

PROFESSIONAL EXPERIENCE

Strategic Partnerships Coordinator

Brushlink

*Sept 2022 – Present
Menlo Park, CA*

- Develop and implement strategies to enhance brand awareness, using methods such as email marketing, community engagement initiatives, and targeted outreach efforts, expanding audiences by 25%.
- Collaborate with partners to leverage their existing customer base and networks, exploring co-marketing opportunities and R&D partnership opportunities with AI/Data companies and academic institutions to expand reach organically.
- Effectively manage and create marketing initiatives to promote Brushlink products: Brushlink, Brushlink Pro, and Brushlink Junior.
- Establish excellent communication links with partners, and collaborate with the executive team to design and implement brand awareness strategies.
- Pitched and discussed ideas around digital health with insurance partners at DIA Munich Conference in September 2022 and DIA Barcelona Conference in June 2023.
- Collaborate with Director of Customer Engagement to develop comprehensive strategic plans that align with the company's objectives and long-term vision.
- Continuously scan the market and industry landscape to identify new strategic opportunities for business growth, including potential partnerships, collaborations, and innovative initiatives.
- Conduct thorough market analysis and competitive research, assess industry trends to inform strategic decision-making, and identify areas of opportunity for the company.

Assistant Women's Basketball Coach

Clayton Valley Charter High School

*Aug 2022 – Present
Concord, CA*

- Coach Junior Varsity and Varsity players.
- Assist Head Coach with practice and game preparation and strategy.
- Record stats during games.
- Helped lead JV team to undefeated 12-0 league record and 22-4 overall record in '23 season.

Sports Medicine Intern

Cal Athletics

*May 2020 – May 2022
Berkeley, CA*

- Dedicated 10-20 hours per week to working closely with Athletic Trainers in rehabilitation, treatment, conditioning, and on-field assistance of Division I Athletes for Cal Football.
- Maintained a safe and healthy work environment amidst COVID-19 pandemic.
- Followed HIPPA rules regarding confidential information surrounding athlete health.
- Administered emergency first aid, taping, and on-field hydration during workouts and games to prevent injuries and keep athletes properly hydrated for peak performance.
- Maintained supply of medical supplies and performed recovery modalities to provide maximum efficiency of treatments.
- Monitored and oversaw rehabilitation of injured athletes under supervision of athletic trainers.
- Shadowed team physicians, physical therapists, and athletic trainers in providing comprehensive treatment for athletes.

Public Health Teaching Assistant

HMAP at UC Berkeley

*Jan 2022 – May 2022
Berkeley, CA*

- Independently managed undergraduate student section of 12 students, provided space for learning and discussion of weekly Public Health topics.
- Collaborated with other teaching assistants to formulate weekly section plans that review content and relevant materials regarding the weekly topic.
- Recorded grades for coursework and tests in an online reporting system.

Academic Specialist

My EdPrep

*Aug 2017 – June 2022
Danville, CA*

- Provided tutorial support for students in STEM related subjects.
- Conducted academic advisement services for students on a recurring basis to maintain educational progression.
- Provided support and guidance to students experiencing academic and personal troubles.
- Discussed student success strategies and development of study skills.
- Improved academic standing and grades of students.