

SAFIYAH YOUNG

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EDUCATION

BOSTON UNIVERSITY | BOSTON, MA
SEPT. 2022- MAY 2026

Majors:

Cinema and Media Studies (College of Arts and Sciences)
Advertising (College of Communication)

GPA: 3.8 | Credits: 56

EXPERIENCE

BRAND AMBASSADOR - CONTIKI

FEB. 2024- MARCH 2024

- Represented Contiki, a leading travel agency designed for students, through social media. Created short-form video content for platforms such as Instagram and TikTok spreading awareness and promoting the brand. Implemented social media strategies and analyzed key performance metrics to generate the most effective display of passion and advocacy for the brand.

LEAD BRAND AMBASSADOR - FIZZ SOCIAL

FALL 2023

- Strategized with a team to strategize and create plans for the Boston University branch of Fizz Social. Recruited brand ambassadors who elevated and upheld the company's values and goals. Managed ambassadors and attended to their needs efficiently and effectively. Designed materials for social media engagement and promotion of the brand.

BRAND REPRESENTATIVE - ALTAR'D STATE

SUMMER 2023

- Excelled in driving sales, maintaining store aesthetics, and staying updated on fashion trends related to the brand. Built relationships with store guests while efficiently collaborating with a team. Skills gained include POS system usage, sales and upselling, inventory management, and visual merchandising.

MARKETING INTERN - SWEET T PICNICS

SUMMER 2023

- Created short-form video content for various social media platforms (Instagram and TikTok focus). Wrote copy for various marketing uses- including a blog. Designed marketing aids (brochures, business cards, website). Assisted in managing partnerships with third-party vendors and local business partners. Kept correspondence and communicated with clients and partners via email, online conferences, and phone calls with great efficiency.

YOUTH THEATRICAL EDUCATOR - CAPE FEAR REGIONAL THEATRE

SUMMER 2022

- Effectively educated youth ages 5 to 15 about performing arts while simultaneously assisting in putting together multiple youth productions in a short time. Utilized necessary skills such as leadership, kindness, problem-solving, and patience to properly support CFRT's youth. Assisted in teaching choreography, stage-managed, and kept up with administrative work throughout the sessions.
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AWARDS AND ASSOCIATIONS

- **Boston University On Broadway** 2022,2023
 - *Head of Costumes, Choreographer, Actor*
 - **Boston University's Dance Theatre Group** 2022, 2023
 - **North Carolina Governor's School** 2021
 - *Natural Science*
 - **Boston University Dean's List**
 - *Fall 2022, Spring 2023, Fall 2023*
 - **Boston University, University Scholarship** 2022
 - *Full Scholarship to Boston University*
 - **National Advanced Placement Scholar** 2022
 - **DAR Good Citizens Award** 2021
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SKILLS

SOFTWARE

- Proficient in Canva, Adobe Lightroom, Adobe Rush, Adobe Premiere Pro
- Intermediate Level Web Programming in HTML, CSS, and JavaScript

OTHER

- Proficiency in Google Suite, Branding, Content Creation, Web Design, Graphic Design, Editing, Videography, and Copywriting