

# Yazeed Samaenah

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## EDUCATION

**San Diego State University**

San Diego, CA

Expected Graduation: May 2025

*Bachelor of Science in Business, Management Information Systems*

## EXPERIENCE

**Cisco**

San Francisco, CA

*Amplify Intern- Strategy, Investments, Insights, & Analytics- Engineering team*

June 2024 - August 2024

- Identified opportunities to optimize Cisco's paid search marketing campaign by analyzing current campaign data, conducting competitor research, and presenting two data-driven recommendations live on **Cisco TV**
- Developed a prototype Generative AI assistant for Cisco's **ACE platform**, leveraging SQL, Figma, and AI models to enhance user experience by guiding users to specific dashboards and delivering personalized insights
- Developed and implemented a scalable documentation process for Cisco Marketing's single source of truth dashboarding portal, ACE (**1,500+** weekly users), enabling efficient knowledge extraction and organization for integration with **Weaviate**, powering Generative AI applications

**San Diego State University**

San Diego, CA

*REO Marketing Student Assistant*

August 2023 - September 2024

- Collaborated with multiple teams to analyze and implement data-driven insights to optimize social media strategies
- Contributed to digital media production, creating a wide range of content through photography and video production
- Developed and executed marketing campaigns through flyers and digital content, resulting in enhanced visibility and engagement for Residential Education Office (REO) events and programs

**Faunus Group International**

New York City, NY

*Intern*

April 2023

- Developed successful marketing campaigns that resulted in increased brand awareness and engagement
- Monitored Portfolio performance and identified new opportunities to build strategic partnerships with clients
- Utilized **Salesforce** and **Active Campaign** to streamline customer relationship management and automate email marketing, significantly improving operational efficiency

**Freelance Photography/Videography**

Remote

*Self-employed*

November 2020 - Present

- Generated **35,000+** views on promotional videos for a SDSU organization, reaching **1,750%** of its follower base
- Award-winning filmmaker (Best Director, Editor, Storytelling) from a pool of **96** student films, demonstrating creative vision and technical expertise over a **six-month** production using **Adobe Creative Suite**
- Delivered professional photography and videography services, including headshots, candid, event shoots, and promotional content for private clients

## CERTIFICATIONS/ACHIEVEMENTS

**Cisco**

San Jose

*Generative AI Collaboration White Belt*

August 2024

- Demonstrated a foundational understanding of generative AI, responsible AI principles, and large language models

## SKILLS

Arabic \* Python \* SQL \* Lucid Charts \* Microsoft Office \* Figma \* AI models