

Hello!

Profile

Sahar Mashhour is a result driven new graduate with two years of experience in digital marketing and creative/content development.

Sahar managed to increase reach/engagement in advertisements, websites and social media platforms.

Education

University of Michigan- Dearborn

B.A. Liberal Studies in Digital Marketing, Applied Art, Journalism & Screen Studies

April 2019, GPA 3.72

Skills

Content & Photography

Adobe Photoshop & Illustrator

Communication & Organization

Microsoft Office Applications

Multicultural Marketing

Sahar Mashhour is eager to apply her skills to the success of your company!

Contact

Email: sahar674@gmail.com

Phone: 313.674.9511

Websites: www.saharmashhour.com

www.linkedin.com/in/sahar-mashhour

Related Work Experience

Marketing Director, Books for a Benefit, Dearborn, MI 2017 - present

- Perform customer relationship management and website development
- Created social media posts increasing reach and engagement
- Crafted engaging new logo and slogans



Field Operations Intern, St. Jude Children's Research Hospital - ALSAC, Royal Oak, MI 2019

- Created end-to-end content marketing of posts and captions
- Built capital campaigns targeting women
- Completed call-to-action press release for St. Jude's Walk/Run
- Spoke to potential donors increasing communication skills



Marketing, Islamic Center of America, Dearborn, MI 2018 - 2019

- Created strategies for the brand's diversity in age and education
- Led content development for advertisements



Content Director Intern, Piximotion, Livonia, MI 2018

- Advanced digital marketing tactics for industries, e.g., Sonic
- Designed content on social media to reach target customers



Other Experience

2nd Grade Teacher, MAYA School, Dearborn, MI 2014 - present

- Planned and implemented lessons doubling classroom size



President, Friends of St. Jude, U of M- Dearborn 2017 - 2018

- Promoted the brand tripling attendees



Secretary, Phi Delta Epsilon, U of M- Dearborn 2015 - 2016

- Led fundraising campaigns for Children's Miracle Network



Companion, Camp Quality, Fenton, MI 2014 & 2015

- Developed personalized activities according to their difficulties



Certifications & Awards

- Certified in Google Analytics Beginners/Advanced
- Certified in Google AdWords Fundamental/Search Advertising
- Intern of the Year from University of Michigan- Dearborn
- Fundraising Award from St. Jude Children's Research Hospital

