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| Internet with solid fill **Sarah Nahas**  Open envelope with solid fill seynahas@gmail.com See the source image sarah-nahas Receiver with solid fill (281) 512-3950 sarahnahasportfolio.com/ **Advertising - Communications - Marketing** |
| **OVERVIEW**  |  |  |
| **EDUCATION**  |
| I am passionate about crafting tailored, human-centric communications. While my studies focused on academics, diverse internships honed my skills in implementing effective campaigns and strategies. I have advanced digital marketing expertise, including creating content for corporate social media, email campaigns, and websites. |  |  **University of Texas at Austin*** Master of Arts in Advertising; concentration in Analytics
* **8/2022 - 5/2024** (GPA: 3.81)

**University of Texas at San Antonio*** Bachelor of Business Administration in Marketing; concentration in Sports, Events, and Tourism
* **8/2019 - 5/2022** (GPA: 3.55)

**SPECIALIZATIONS** * Management Information Systems (Raiser’s Edge, Nutshell CRM, Constant Contact, Excel)
* Conflict Resolution
* Data Analysis
* Website Management
* Social Media
* Adobe Illustrator
* Microsoft Office Suite
* Canva Pro+

**STRENGTHS** * **Communication**: Ability to clearly convey intended messages and foster understanding of complex concepts for wide range age groups, skill levels, and industries.
* **Digital Marketing**: Skilled at executing and managing social media strategies, including metric analysis to monitor and adjust campaign strategies as needed to meet goals.
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| **EXPERIENCE**  |
| **US Med Equip** 9/2024 – 11/2024 **Digital Communications Coordinator*** *Produce high-quality visual content using Adobe Suite tools like Lightroom, InDesign, Illustrator, Photoshop, and Adobe Firefly for marketing materials and campaigns.*
* *Design, implement, and analyze social media campaigns to engage stakeholders, including investors, hospitals, and employees*
* *Collaborate with a dynamic communications team to deliver timely, impactful messaging for strategic initiatives*

**TIRR Foundation** 4/2024 – 11/2024 **Graphic Designer*** *Create fundraiser event material via Adobe Illustrator and Canva Pro+*

**The University of Texas at Austin** 1/2023 – 05/2024 **Teaching Assistant; Intro to Integrated Brand Promotion*** *First line of communication with undergraduate students.*
* *Created and graded assignments via Canvas by Infrastructure.*

**Nahas Data Source** 1/2020 – 12/23 **Database Coordinator** 6/2016 - 1/2020 **Office Coordinator/Data Entry**  * *Conduct employee training for Raiser's Edge and Excel-related tasks.*
* *Provide leads to senior consultants; manage billing and travel activities.*

**BioMedSA**6/2021 - 8/2021 **Marketing Intern** * *Updated and maintained the company website using WordPress.*
* *Created content and distributed newsletters using Constant Contact.*
* *Created social media posts and used analytics to improve engagement.*

**College Promoters USA** 3/21 – 5/21 **Recruitment Assistant/Marketing Intern** * *Created and maintained user profiles to ensure up-to-date data.*
* *Generated social media campaigns for athletes.*

**MyRx365**7/2020 - 8/2020 **Social Media Marketing Intern**  * *Monitored data analytics to develop and post targeted content on social media platforms (Instagram, Facebook, and LinkedIn).*
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