

Samira Hemraj

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OBJECTIVE

Dynamic graduate student pursuing a Master of Science in Marketing at Florida International University, demonstrating a track record of optimizing processes, fostering constituent relationships, and achieving efficient timelines.

EDUCATION

Florida International University, Miami, FL July 2024

Master of Science in Marketing

Florida International University, Miami, FL October 2022

Principles of Project Management Program

Certificate Associate in Project Management

Florida Gulf Coast University, Ft Meyers, FL July 2021

Bachelor of Arts in Interdisciplinary Entrepreneurship Studies

Minor in Management

SKILLS

- Google Analytics Individual
- Data Analysis & Visualization
- Salesforce
- Tableau
- Strategic Content Manager
- Leadership Development
- Hootsuite Platform Certification
- Meta Business Manager
- Microsoft Office Specialist
- Word Press

EXPERIENCE

Samira Hemraj, Bittersweetbetes, Remote November 2019 - Present

Social Media Influencer & Content Creator

- Established a prominent presence as a social media influencer for type one diabetes with a primary focus on Instagram, leveraging engaging content and strategic branding to amass a following of over 4,000 loyal followers.
- Diversified social media presence by utilizing TikTok, garnering significant traction with two viral videos, each surpassing 1 million views, showcasing ability to create captivating and shareable content across platforms.
- Collaborated with over ten brands and businesses on sponsored content partnerships, promoting products and services to a diverse audience while maintaining authenticity and integrity.
- Negotiated a contract exceeding \$10,000 with a leading diabetes brand to develop and produce tailored content, showcasing adept negotiation skills and ability to secure partnerships with reputable brands within healthcare industry.

JDRF International, Remote June 2021 - March 2023

Senior Development Coordinator

- Developed and executed comprehensive marketing and communication plans for over five JDRF events, driving substantial revenue generation and improved constituent engagement.
- Co-managed the JDRF Palm Beach Gala, elevating event revenue by 200.1% through focused volunteer management, strategic marketing, and sponsorship enhancement.
- Crafted impactful sponsorship packets and delivered ROI presentations, nurturing corporate sponsor relationships.
- Created innovative branding for the Greater Palm Beach Gala, including a logo, save-the-date, invitation, sponsorship packet, table numbers, program book, and omnichannel marketing for over 1,000 invitees.
- Managed information systems, such as Salesforce (CRM), to bolster fundraising efforts and maintain robust donor relationships.

Poke Fusion, Fort Myers, FL September 2019 - May 2021

Marketing Coordinator

- Devised and implemented marketing strategies, particularly leveraging social media to boost audience by 100%.
- Analyzed marketing trends on social media to start a TikTok account and increased unique views from 0 to 251K.
- Liaised with over 20 basketball teams to cultivate relationships and promote dine-in events. Led to Florida Memorial University's women's basketball team, partnering with restaurants and increasing sales.

CERTIFICATIONS

GLSS Green Belt Certification

Google Display, Search, and Apps Certification

FIU Global Sales Center; Fundamental Sales Skills