

# SAKEENAH RAJI

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## PROFESSIONAL SUMMARY

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Creative event marketing professional with 3 years of experience leading digital campaigns and communications. Skilled in storytelling, content creation, and customer service to enhance engagement and optimize messaging. Eager to contribute to a dynamic team by transforming story-driven content into measurable growth and stronger brand connections.

## WORK EXPERIENCE

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**Marketing and Communications Specialist** 2025

**Univar Solutions** - The Woodlands, Texas

- Achieved engagement rates of 20% across various company industries by developing B2B LinkedIn content.
- Increased followers by 3% by implementing marketing strategy and social media best practices across multiple accounts.
- Improved campaign performance for 8 clients by authoring content briefs with recommendations and actionable steps.
- Coordinated pre- and post-event communications, including LinkedIn posts, on-demand content access, and clear next-step calls to action.

**Marketing and Communications Associate** 2024 - 2025

**Greater Houston Partnership** - Houston, Texas

- Increased marketing campaign engagement by 30% by designing and distributing promotional materials, including presentations, one-pagers and blog posts.
- Achieved a 70% attendance rate for webinars and events by promoting them with tailored B2B content.
- Wrote and designed email campaigns in Marketing Cloud, contributing to 5% click-through rates and improved audience engagement.
- Improved project workflows by serving as a liaison and collaborating across teams to set goals and define KPIs using Basecamp.

**Marketing and Communications Assistant** 2023 - 2024

**University of Houston** - Houston, Texas

- Reduced duplicate orders by 5% by optimizing inventory management in Excel, improving resource use.
- Increased event attendance by 15% by launching targeted advertising campaigns for student wellness programs.
- Enhanced campaign appeal and brand recognition by designing marketing collateral in Canva and PowerPoint for a unified visual identity.

## EDUCATION

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**The University of Houston (UH)** - Houston, Texas 2021 - 2024

*BA Strategic Communications with a minor in Marketing - GPA: 3.58/4.00*

**Relevant Coursework:** Advertising Copywriting, Writing for Print and Digital Media, Marketing Strategy & Planning, Corporate Communications, International Communications, Professional Selling

**Awards:** Valenti Alumni Association Scholarship Recipient, Conrad N. Hilton Merit Scholarship Recipient (2023 - 2024)

## LEADERSHIP POSITIONS

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**Account Manager (academic project)** 2023

**Valenti Integrated**

**Houston, Texas**

- Boosted brand visibility for 2 food and corporate clients by delivering press releases and monthly performance reports.
- Led a team of 5 in creating and executing event promotions through social media live streaming, targeted email marketing, and post-event engagement surveys.

**Student Involvement Ambassador** 2023

**University of Houston**

**Houston, Texas**

- Organized and led leadership workshops and events to help student organizations develop leadership skills, improve communication, and strengthen campus community.
- Provided one-on-one and group consultations to students and organizations, offering guidance on involvement opportunities, organization start-ups, and campus programs through the Center for Student Involvement.

## SKILLS & COMPETENCIES

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- **Skills:** Basecamp, Instagram, LinkedIn, MS Office Suite, Notion, Salesforce, Teams, Wix, Workspace, WordPress, Graphic Design skills (Adobe Creative Suite and Canva), Email Marketing, Strategy and Planning, Communications, Copy Writing, Marketing Cloud
- **Certifications:** Fundamentals of Digital Marketing (Google, 2024), Graphic Design Essentials (Canva, 2024), Marketing with Canva (2025), AI for Marketers (HubSpot, 2025), LinkedIn Analytics and Reporting (2025), The Fundamentals Of a Google Ads Display Campaign (2025), Email Marketing (HubSpot, 2025)