

SAKEENAH RAJI

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SUMMARY

Creative and passionate marketing professional with three years of experience in providing organizational support to ensure seamless execution of campaigns, events and daily activities. Skilled in crafting compelling narratives, managing social media campaigns, and designing high-quality content to amplify brand visibility. Highly organized, effective communicator that thrives in a fast-paced environment.

EDUCATION

University of Houston – Houston, TX

Graduated: December 2024

Bachelor of Arts in *Strategic Communications – Integrated Communications and Marketing*

GPA: 3.6

Relevant Coursework: Marketing Strategy and Planning, Corporate Communications, Writing for Communicators

EXPERIENCE

Greater Houston Partnership— Houston, Texas

June 2024-Present

Communications and Marketing Intern

- Spearhead digital campaigns, including content creation and distribution for the 10th anniversary celebration and National Apprenticeship week reaching an impression rate of 30%.
- Build and monitor comprehensive social media calendars for Houston Back On Track and UpSkill Houston, ensuring consistent and engaging messaging.
- Prepare, proof read and edit high-quality newsletters, announcements, and promotional materials, ensuring alignment with brand standards.
- Collaborate with cross-functional teams serving as a liaison to define campaign goals, KPIs, and content strategies to ensure alignment on shared projects.

University of Houston — Houston, Texas

November 2023-May 2024

Student Housing and Residential Life Marketing Assistant

- Managed the inventory of marketing materials, ensuring accuracy and up-to-date resources using Excel, and coordinated the development of new materials.
- Co-hosted a video series that boosted viewer ratings by 15%, enhancing campus engagement.
- Scheduled and managed social media posts, ensuring timely and accurate communications to target audiences.
- Created visually appealing designs and marketing collateral using Canva and Adobe tools.

Achieving The Dream — Remote

July 2023-August 2023

Marketing and Communications Intern

- Authored a one-page article commemorating the company's 20 years of excellence, highlighting its achievements, milestones, and vision for the future.
- Performed competitive analysis of messaging strategies for targeted campaigns, identifying gaps and opportunities.
- Tracked and analyzed data on over 100 U.S. community colleges in Tableau, categorizing 80% of the institutions by region, enrollment size, and program offerings to optimize targeted marketing research efforts.
- Monitored social media analytics and compiled social media performance reports.

HONORS & AWARDS

Conrad N. Hilton Merit Scholarship

2023-2024

College of Liberal Arts and Social Sciences Scholarship

2023-2024

Valenti Alumni Association Scholarship

2023-2024

SKILLS AND CERTIFICATIONS

Technical Skills: Microsoft Office Suite, Basecamp, Canva, Salesforce, Marketing Cloud, Hubspot

Soft Skills: Teamwork, Adaptability, Attention to detail, Excellent written and verbal communication, Critical thinking

Certificates: Google Fundamentals of Digital Marketing (September 2024), Canva Graphic Design Essentials (December 2024)