

# NAWREEN JUTHI

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## OBJECTIVE

Seeking an internship in marketing or a related field for Summer 2019

## EDUCATION

State University of New York at New Paltz | New Paltz, NY Expected Graduation May 2020

**Bachelor of Science in Marketing, minor in Communication Studies** GPA 3.6

Dean's List Fall 2016-Present

Member of SUNY New Paltz Management Association Spring 2018-Present

Student Advisory Board of SUNY New Paltz Career Resource Center Fall 2018-Present

Adulting Committee of SUNY New Paltz Student Affairs Office Spring 2019-Present

## EXPERIENCE

Ahad&Co | Bronx, NY January 2018-Present

### *Marketing and Social Media Intern*

- Promote company page and posts through Facebook Ads Manager, maintain weekly post targets to curate engaging content and create specific ads to develop brand awareness, monitor metrics and performance of ads and boosted posts, 91% increase on follower count
- Write and design weekly informative email newsletters to current and prospective clients via MailChimp, gained engagement across all social media platforms by implementing call-to-action strategies while educating the consumer with tips and updates
- Utilize Adwords Express to facilitate search engine optimization by writing ad text, adjusting display times, locations, and keywords, track progress through Google Analytics, resulted in more phone calls and booked appointments
- Spearheaded the launch of Instagram account, completed 5 campaigns to reach follower count goal, crafting original content consistently, using alongside Facebook to produce more traffic on company website

SUNY New Paltz Enrollment Management | New Paltz, NY August 2018-Present

### *Welcome Center Student Manager*

- Assisted supervisor in hiring and training 8 employees, successfully integrating 6 new staff members by facilitating shadowing sessions and guiding them one-on-one, created schedules for a staff of 10 every semester, make shift changes as conflicts arise, avoid being short-staffed by quickly responding to and resolving issues
- Track and update merchandise inventory, call logs, and visitor logs while replenishing and adjusting daily as needed, implement rules on behalf of supervisor and devise strategies to motivate workers to follow all procedures while maintaining previous role of *Greeter*

*Welcome Center Greeter* August 2017-August 2018

- Provide superior customer service for high-volume phone calls and in person visitors, represent the institution as first point of contact, support campus-wide office staff in fielding people to the appropriate department

## TECHNICAL SKILLS

Microsoft Office Word, Powerpoint, Excel  
Languages: Bengali (Fluent), Spanish (Proficient)  
Adobe Photoshop (Basic Editing)  
R Studio

Familiar with digital advertising platforms for business use: Facebook, Instagram, Twitter, TweetDeck, MailChimp, Google Ads, Google Analytics, Sprout Social