

Anusha Alamgir

Richardson, TX 75081 | (469)407-4149 | anushaalamgir356@gmail.com

www.linkedin.com/in/anushaalamgir | <https://anushaalamgir356.wixsite.com/mypersonalsite> |

Eligibility: (USPR) Eligible to work in the U.S. with no restrictions

EDUCATION

The University of Texas at Dallas, Naveen Jindal School of Management

Bachelor of Science, Marketing, minor in Communications

Academic Excellence Scholarship (4-year)

Dean's List for Fall 2020 (virtual semester)

May 2024

4.0

WORK EXPERIENCE

Launch Local, Dallas-Fort Worth

January 2021 – Present

Digital Strategy Analyst Intern, Regional Outreach lead (Southeast U.S.)

- Develop marketing strategy and techniques market company to public interest groups, news organizations, and local communities and implement cost effective multi-platform social media management tools to build digital presence.
- Established partnerships with industry experts/ consultants to help further the company's and clients' online presence, increase Search Engine Optimization (SEO), and elevate visitor traffic and CTRs to client websites.
- Generated campaign to market Launch Local to potential clients through team conferences, marketing strategies, graphic design tools (Canva, PhotoGrid, etc.), and professional decks (Microsoft PowerPoints and Google Slides).
- Effectively communicate and collaborate with regional outreach team weekly on business communication platforms such as Slack, Zoom, Microsoft Teams, etc.

TJ Maxx, Richardson

November 2019 – Present

Merchandise Associate

- Deliver a highly satisfied customer experience by engaging with approximately 100 customers per hour and encouraging each of them to sign up for the TJX Reward program (Loyalty program credit card)
- Earned 5 rewards on the 2nd day on the job (at least 2 cards each day since), setting an in-store record for having the highest number of customers that signed up for company loyalty program. Only part-time employee out of 35+ to hold the record.
- Cross-trained to work in multiple areas of the store ('Extort' cash register system, sales floor, inventory level) in order to support the needs of the business and provide maximum customer engagement and service.

SKILLS & CERTIFICATIONS

- **Skills**
 - Exemplary communications skills; trilingual- Urdu, Hindi, English (*fluent in reading, writing, and speaking*)
 - Technically proficient in *Microsoft Office* (Outlook, Teams, etc.), *Google* (Hangouts, Drive, Sheets, etc.), and other software systems (Trello, WordPress, Slack, Canva, PhotoGrid, etc.)
 - Dexterous in all major social media platforms (Twitter, Redbubble, LinkedIn, Facebook, Instagram, Snapchat, YouTube, Google)
 - Abide by strict deadlines and high expectations, cultivating time-sensitive, high-quality assignments in a virtual/remote environment.
- **Certifications**
 - Business Writing Principles (LinkedIn Learning)
 - Writing Email (LinkedIn Learning)
 - Excel: Tracking Data Easily & Efficiently (LinkedIn Learning)
 - Think-cell software certification

PROFESSIONAL AFFILIATIONS

UTD Comet Life, The University of Texas at Dallas – Senior Writer

May 2020 – March 2021

- Published 6+ articles (1 article per month) with an average of 146 views per article.
- Contributed to social media marketing by tracking and modifying Instagram stories and posts to increase post insights, profile visits, audience reach (3000+ per post), and audience engagement.
- Coordinated with a team of 8 writers regularly through Discord, Drive, and Trello by adhering to biweekly deadlines and monthly expectations
- Managed/organized online platforms like WordPress, Google Drive, Google Calendar, Discord, and Trello.
- Proofread and edit all final drafts (21 articles) to publish over 3 articles per week at scheduled times (120+ views per article)
- Host monthly team meetings to check team progress and assist team members with 1:1 sessions.
- Train new members on the complex process of publishing and marketing blog posts on social media platforms.