

# Anusha Alamgir

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## EDUCATION

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

Bachelor of Science, Marketing, minor in Communications

Academic Excellence Scholarship (4-year)

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
- Reach out to local newspapers and organizations and maintain a running model tracking outreach
- Implement cost effective multi-platform social media management tools to build digital presence.

### 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
- Earned 5 rewards on the second day on the job, setting an in-store record for having the highest number of customers that signed up for company loyalty program (Earn at least 2-3 rewards every workday since; 5 cards earned on 1<sup>st</sup> work anniversary)
- Cross-trained to work in multiple areas of the store (cash register, 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; bilingual- Urdu, Hindi, English (*fluent in reading, writing, and speaking*)
  - Technically proficient in Microsoft Office, Google, Outlook, and other software systems. Also dexterous in all major social media platforms (Twitter, Facebook, Instagram, Snapchat, YouTube, Google, etc.)
  - Abide by strict deadlines and high expectations, cultivating time-sensitive, high-quality assignments in a virtual/remote environment.
- **Certifications**
  - Business Writing Principles (LinkedIn Learning)
  - Excel: Tracking Data Easily & Efficiently (LinkedIn Learning)
  - Think-cell software certification

## ACADEMIC PROJECT

UNIV 1010 – *Comets to the Core*

August 2020 – November 2020

- Collaborated with a four-person group to develop a solution to a real-world problem (Discrimination in the workplace under the topic: Peace, Justice, and Institutions)
- Identified the social, political, environmental, and economic components of a complex world problem, and provide solutions that address sustainability in each of these areas.

## PROFESSIONAL AFFILIATIONS

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

June 2020 – present

- Coordinate with a team of 8 writers regularly by adhering to biweekly deadlines and monthly expectations
- Manage/organize online platforms like Google Drive, Google Calendar, Comet Life website, Discord, and Trello to keep the team on track, and continually observe organization's standards
- Review/edit all final drafts publish over 3 articles per week at scheduled times (100+ views per article weekly)
- Direct monthly team meetings to check team progress and assist team members with any issues.
- Train new members on the complex process of publishing and marketing blog posts on social media platforms (*Instagram, Twitter, Redbubble, and Pinterest*) and organization's official website (*cometlife.org*)

## ADDITIONAL INFORMATION

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