

# Anusha Alamgir

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

## EDUCATION

**The University of Texas at Dallas, Naveen Jindal School of Management (JSOM)**

May 2024

Bachelor of Science, Marketing

3.93

Academic Excellence Scholarship (4-year)

Dean's List for Fall 2020 and Spring 2021

## WORK EXPERIENCE

**Trendi Marketing Agency, Dallas-Fort Worth**

September 2021 – Present

Digital Marketing Intern

- Daily community engagement across all channels for clients; created and ran successful ad campaigns
- Utilized software like CallRail to tag and qualify client call leads (100+ calls per week on average)
- Assisted with lead attribution reporting, copywriting, and highly successful SEO campaigns
- Supported management of social applications such as Sprout to create and schedule content, and manage client presence on social sites including Facebook, Instagram, and other similar platforms.

**Launch Local, Dallas-Fort Worth**

January 2021 – March 2021

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

- Developed marketing strategy and techniques to 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).

**TJ Maxx, Richardson, TX**

November 2019 – October 2021

Merchandise Associate

- Delivered 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) to provide maximum customer engagement and service.

## SKILLS & CERTIFICATIONS

- Exemplary communications skills; trilingual- Urdu, Hindi (speaking), English (*fluent in reading, writing, and speaking Urdu and English*).
- Technically proficient in *Microsoft Office* (Outlook, Teams, Excel, etc.), *Google* (Hangouts, Drive, Sheets, etc.), *Moday.com*, and other collaborative software and content management systems (Trello, Sprout Social, WordPress, Slack, Canva, PhotoGrid, etc.)
- Dexterous in all major social media platforms (Twitter, TikTok, Redbubble, LinkedIn, Facebook, Instagram, Snapchat, YouTube, Google).
- Certified in Google Ads Search, Business Writing, Writing Email, and Excel: Tracking Data Easily & Efficiently through *LinkedIn Learning*, as well as *Think-cell* software certification.

## PROFESSIONAL AFFILIATIONS & ORGANIZATIONS

- **Undergraduate Dean's Council, UT Dallas** – Faces of JSOM Committee February 2022 – Present
  - Researched and conducted interviews with top students, alumni, and faculty at JSOM to highlight accomplishments and increase student awareness about the School of Management's available resources, networking events, and post-graduation opportunities.
  - Assisted in hosting and executing the annual JSOM OWLIE Awards to recognize students, faculty, staff, mentors, and alumni for their exceptional service on behalf of JSOM.
- **Professional Program in Marketing, UT Dallas** January 2022 – Present
- **UT Dallas Comet Life, UT Dallas** – Senior Writer April 2020 – August 2021