

Mariam Ali

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EDUCATION

University of North Carolina at Chapel Hill, July 2025

Masters in Strategic Communications

GPA: 4.0

University of North Carolina at Chapel Hill, May 2024

Bachelor of Arts in Advertising & Public Relations | Bachelor of Arts in Political Science | Certificate in Business Journalism

- *Study Abroad:* London & Oxford, U.K., — Summer 2023 Course: British Literature and The Scientific Renaissance

VCU Brandcenter Global Immersion Program, June 2025

- Cannes Lions International Festival of Creativity – Global Delegate

WORK EXPERIENCE

Brand Strategist, [Love, Bekah](#)

September 2024 - Present | Remote

- Lead digital strategy across Instagram and TikTok to align creative content with community and brand goals.
- Develop monthly content calendars, write captions, and manage rollout of social campaigns.
- Analyze engagement data to inform content strategy, increasing engagement by 25% in one quarter.
- Mentor interns on social-first storytelling, brand voice, and content creation.

Digital Marketing Intern, [Buttah Skin](#)

May 2025 - August 2025 | Remote

- Optimized TikTok Shop listings using SEO and conversion data to increase visibility and cart-add rates by 12%.
- Produced weekly KPI reports for leadership summarizing paid and organic performance insights.
- Partnered cross-functionally to maintain consistent product listings, visuals, and tone across channels.

Project Management Intern, Wasserman

January 2025 - April 2025 | Remote

- Supported the launch of the limited-edition Stanley® ProTour Quencher tied to a global sports partnership.
- Documented key decisions and internal notes from weekly syncs and cross-functional meetings.
- Maintained consistent communication to track campaign progress, share updates, & gain insight into agency operations.

Retail Media Apprentice, [Trade School Advertising Agency](#)

June 2024 - August 2024 | Atlanta, G.A.

- Supported creative and media teams in campaign execution for a Fortune 500 retail client.
- Created 10+ LinkedIn posts and press-facing materials aligned with platform behavior and brand voice.
- Conducted post-launch analysis that informed creative optimizations and contributed to a 10% CTR improvement.

Public Relations Coordinator, Love, Bekah

January 2024 - August 2024 | Chapel Hill, N.C.

- Secured earned media in outlets like The Daily Texan and Austin Times through tailored pitching.
- Co-led a 150-attendee publicity workshop, managing press kits, run-of-show, and talking points.
- Managed email newsletter campaigns and maintained media contact databases.

Content and Marketing Intern, [MissEmpowHer](#)

February 2024 - May 2024 | Chapel Hill, N.C.

- Managed communication with 100+ student organizations for partnership outreach.
- Drafted and distributed weekly newsletters to 600+ subscribers, tracking engagement analytics.

SKILLS

Social Media Strategy | Organic & Paid Campaign Management | Copywriting (Social, Email, Web) | Digital Analytics & Reporting | SEO | Trend & Audience Research | Content Calendar Planning | Social Listening & Monitoring | Video Editing (Reels, TikTok) | Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator) | Canva | Cision | Mailchimp | WordPress | Google Ads | Microsoft Excel | PowerPoint | Asana | Slack | TikTok Shop | MRI Simmons | CSS | YouTube | Pinterest | Instagram