

Mariam Ali

[Gmail](#) | [LinkedIn](#) | [Website](#)

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

- Develop creative briefs and trend analyses to ensure consistent messaging across Instagram and TikTok.
- Tracked weekly engagement and adjusted strategy based on insights, helping drive a 20% increase over three months.
- Coordinate timelines, assets, and content calendars to keep projects organized across a small, fast-paced team.
- Mentor interns on social-first storytelling, brand voice, and content creation.

Digital Marketing Intern, Buttah Skin

May 2025 - August 2025 | Remote

- Tracked weekly TikTok Shop metrics and optimized product titles, contributing to a 12% lift in click-through rate.
- Analyzed search trends and competitor storefronts to recommend SEO updates that improved listing quality.
- Contributed to a reporting period with 300+ orders, hundreds of units sold, and 65,000+ views from weekly insights.

Communications Specialist, Carolina Center for Healthy Work Design

January 2025 - May 2025 | Chapel Hill, N.C.

- Created weekly email newsletters, social content, and campaign messaging that highlighted research initiatives.
- Maintained consistent brand voice across channels and supported content planning workflows.

Project Management Intern, Wasserman

January 2025 - April 2025 | Remote

- Managed meeting notes, timelines, and deliverables for the Stanley® x Lionel Messi ProTour Quencher launch.
- Coordinated across creative, production, and strategy teams to track progress and surface open questions.
- Organized project trackers and shared drives to keep assets updates accurate and accessible.

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.
- Produced 10+ LinkedIn posts and press-facing materials tailored to platform behavior and brand tone.
- Analyzed post-launch performance and recommended optimizations that contributed to a 10% CTR increase.

Public Relations Coordinator, Love, Bekah

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

- Co-led two PR workshops for 100+ emerging authors, creating an 80-slide deck on media kits, press release writing, bookstore partnerships, pitching to local outlets.
- Built targeted media lists and secured contacts at regional outlets including *The Daily Austin Times*, *Voyage Austin*.
- Supported event logistics including scheduling, attendee communication, presentation flow, and partner coordination.

SKILLS

Content Strategy | Copywriting | Organic & Paid Social | Instagram | TikTok | TikTok Shop | SEO | Trend Research | Media

Monitoring | Google Analytics | KPI Tracking | ROI Analysis | Microsoft Excel | Google Workspace | PowerPoint | Adobe Creative Suite | Canva | Asana | Slack | Workflow Optimization | Calendar Management | Mailchimp | Salesforce | WordPress