

Mariam Ali

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EDUCATION

University of North Carolina at Chapel Hill, Graduating 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

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

WORK EXPERIENCE

Project Management Intern, [Wasserman](#)

January 2025 - Present | Remote

- Assist in managing marketing projects for Stanley® to ensure alignment with agency objectives.
- Conduct research and competitive analysis to support decision-making for Stanley's digital initiatives.
- Coordinate workflow between creative, strategy, and production teams to streamline campaign deliverables.

Director of Brand Strategy, [Love, Bekah](#)

September 2024 - Present | Remote

- Oversee social media strategy, content planning and audience engagement.
- Increased engagement by 20% and impressions by 35% in a six month span by implementing a consistent content calendar aligned with brand messaging.
- Develop and execute targeted content strategies to improve audience retention.

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

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

- Specialized in creating Home Depot content for Orange Apron Media's LinkedIn account, optimizing posts to increase engagement and brand visibility.
- Conducted in-depth market research and competitor analysis to identify growth opportunities within the home improvement sector.
- Developed a Barnes & Noble campaign to drive sales and visibility by targeting 'BookTok' and influencer partnerships.

Public Relations Coordinator, [Love, Bekah](#)

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

- Developed and co-presented a "DIY Publicity for Authors" workshop for the Society of Children's Book Writers and Illustrators ([SCBWI](#)) chapter and an Author 101 Presentation through [Lark & Owl](#).
- Crafted and distributed press releases to news organizations and key media contacts like [The Daily Texan](#) and [Austin Times](#) to secure coverage on workshops and product launches.

Marketing Intern, [MissEmpowHer](#)

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

- Managed campus outreach initiatives and connecting with 100+ university organizations.
- Pitched, wrote and sent weekly email marketing content to 600+ organization subscribers.

Columnist, [The Daily Tar Heel](#)

August 2022 - May 2023 | Chapel Hill, N.C.

- Wrote opinion pieces a semester pertaining to pop culture topics targeted towards the UNC-CH student population.
- Achieved 200+ new impressions on first opinion piece on its Instagram and 50+ new impressions on its online website.

SKILLS

UNC-CH Certificate in Business Journalism | Adobe Premiere Pro, Photoshop, Illustrator, Canva | MRI Simmons, Excel | WordPress, CSS, MailChimp | Asana, Slack | G-Suite, Powerpoint, Word, ChatGPT |