

# Najma Abshir

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## EDUCATION

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### UNIVERSITY OF MINNESOTA – TWIN CITIES

Aug 2018 – May 2022

- Bachelor of Science in Technical Writing and Communications, Minor: UX Design
- Cumulative GPA: 3.20

## WORK EXPERIENCE

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### THE BRANDLAB- OPTUM

June 2022 – Oct 2022

Brand Strategist and Insights

- Conducted thorough research on DEI and multicultural marketing and created audit reports with discoveries
- Worked alongside designers on projects relating to the organization's brand style and guidelines
- Led and executed UX research on brand merchandise eStore platform and presented findings and proposals for future steps

### THE BRANDLAB- BEST BUY

Oct 2022 – Jan 2023

Social Media Specialist/Designer

- Worked alongside creative directors and production team with two commercials
- Created a deck of 10+ organic social content idea posts
- Used Adobe Premiere Pro and InDesign to create and edit social media content

### COLLEGIS EDUCATION

Jun 2021 – Aug 2021

Digital Project Management Intern

- Monitored 10+ projects, including tracking progress made and meeting deadlines
- Constructed plans for each project I was tasked to, utilizing Microsoft Excel and Google Spreadsheets
- Led meetings of 20+ team members, ensuring project deadlines were met, and provided support in areas I could help in

## LEADERSHIP EXPERIENCE

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### SISTERHOOD BOUTIQUE

Sept 2019 – Sept 2022

Community Outreach Coordinator

- Organize outreach to local schools and afterschool programs to connect with at-risk youth in middle and high schools to foster a sense of community
- Provide support to students through homework help and spreading awareness of mental health to reduce stigma
- Conduct college visits for students to observe possible future paths after graduating from high school

## ADDITIONAL SKILLS

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- **Relevant Coursework:** Intro to Programming Concepts, Design and Visual Presentation, Project Design and Development, Professional Writing and Communication, Technical Communications, Rhetorical Theory, UX Design
- **Well versed in** Adobe Illustrator/Photoshop/InDesign, Microsoft Office Suite, Canva, leadership, effective communication (written and verbal), critical thinking, problem-solving, qualitative research, wireframes, prototypes
- **I am** passionate, driven, and adaptable about client-focused products and services.