

Nur Bahsas Alsafadi

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EDUCATION

University of South Florida

BS in Integrated Public Relations and Advertising (GPA: 3.87)
BA in English Creative Writing (GPA: 4.0) | Minor: Economics

Tampa, FL

Graduation Date: Dec 2023

WORK EXPERIENCE

USF Housing & Residential Education

Public Relations Assistant

Tampa, FL

Jul 2021 - Dec 2023

- Planned, recorded and edited 2-3 short-form videos and 3+ Instagram posts a week for the social media accounts, increasing likes by 15% in the first four weeks.
- Led weekly brainstorming sessions with the PR team to generate ideas and social media content, increasing activation by 25% within three months.
- Organized the logistics of media events such as marketing photoshoots, campus tours, and open houses, achieving attendance of 30 to 50 people every semester.
- Recruited 5+ content creators within the Residential Guides and Assistants program to create UGC content and promote the "Become an RA" campaign.
- Managed the execution of quarterly admission events for 1000+ students, creating 3 posts a week for the social media campaign and hosting a training session for coordinators.
- Organized a communications timeline using Airtable which allowed supervisors to facilitate campaign tracking, post vetting, and manage authorizations

USF Undergraduate Studies

Marketing Intern

Tampa, FL

Mar 2023 - Jul 2023

- Created 5 social media campaigns to shed light on the resources available for incoming students, increasing engagement metrics by 5% in one month.
- Coordinated 3+ meetings with internal and external departments to develop creative content, increasing the use of on-campus resources with 115 sign-ups within a week of posting.
- Collaborated with in-house graphic designers to develop high-quality PR pitches, flyers, infographics, blog posts, and program assets.
- Presented a pitch deck of strategic media planning efforts to senior partners, obtaining approval for over 80% of the ideas presented.

Sony Music Entertainment

Corporate Communications Intern

New York, NY

Sep 2022 - Dec 2022

- Crafted compelling articles for the company intranet, highlighting SMEs corporate social responsibility goals and employee events, improving perception across internal teams.
- Developed an editorial calendar in Excel which tracked and recommended 3-5 advertising opportunities a month for the publicity team.
- Performed media monitoring on competitors to identify trends and opportunities in the entertainment industry, providing communications recommendations to senior management.
- Conducted research and analysis on market trends to curate daily newsletter content, offering senior executives with comprehensive media coverage reports for Sony Music celebrities and brands.
- Implemented a content repurposing plan that leveraged existing assets from partner labels to increase social media activity from 2 to 5 posts a week.

LEADERSHIP EXPERIENCE

Venezuelan Student Alliance

Social Media Director

Tampa, FL

Aug 2021 - Dec 2022

- Brainstormed and created 10+ content ideas a month for IG, increasing followers from 680 to 739 in 4 months.
- Designed promotional materials for on-campus ads which increased event attendance by 5% in the first two months.

Public Relations Student Society of America

Event Coordinator

Tampa, FL

Aug 2021 - Jan 2022

- Planned 10+ crisis communication simulations and PR review events, resulting in a 20% increase in attendance compared to the previous year.
- Assisted in organizing 3+ professional networking events with industry leaders like Kerry Abner, Bridget Cirone, and Jaime Sloan, hosting approximately 40 attendees.

SKILLS & SOFTWARES

- **Language:** Spanish (native), English (fluent), French (Basic).
- **Softwares:** Microsoft Office, Adobe Creative Suite, Keynote, Procreate, WordPress, Google Advertising, Airtable, Buffer AP Style, Smartsheet.
- **Certifications:** Hootsuite Social Media Marketing Certification, Google Ads Display Certification, Sprinklr.