

Samia Saidi
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Profile

Motivated marketer skilled in public speaking, building networks and leading teams. Dedicated to using a strategic and analytical approach to marketing to ensure campaigns reach the target audience and success can be repeated. Able to work with brands to identify their key attributes and communicate this authentically to customers.

Key Skills

- Brand management
- Strategic and analytical ability
- Expertise in consumer and competitor research
- Highly organized
- Strong communication skills

Education

Bachelor of Science in Marketing

Arizona State University, Tempe, AZ, September 2012 - June 2016

Master of Business Administration

University of California - Los Angeles, Los Angeles, CA, September 2016 - June 2018

Professional Experience

Marketing Professional, Rising Eagle Technology, Atlanta, GA

June 2016 - Present

- Worked with technology start-up to identify and define a strong brand to take to customers, including values, purpose, visual identity and target market
- Create marketing strategy for new product, including pre-launch and launch events, and ongoing marketing goals
- Tracked performance of marketing initiatives to determine return on investment
- Conducted customer research and facilitated focus groups to help company determine best features to include in product

Marketing Intern, Red Hamster Entertainment, Los Angeles, CA

January 2018 - June 2018

- Assisted in creating advertising and promotional materials for film and television, including press releases, posters and social media content
- Conducted market research and analyzed current trends
- Participated in team meetings and contributed to brainstorming and idea generation
- Helped implement marketing campaigns and strategies and generated reports on the results of campaigns.