

# Mina Sayed

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Inventive and collaborative media planner with more than five years of experience. Skilled at building productive relationships with other team members and across functional lines. Experienced and confident public speaker.

Bilingual: fluent in English and Spanish.

## Education

### Bachelor of Arts in Business Management

University of Syracuse, Syracuse, NY

## Language

Fluency in Spanish

## Technical Skills

Adobe Creative Suite (advanced  
Illustrator) | Microsoft Excel |  
Nielsen Ad Intel

## Professional Experience

### Media Planner

UBL Media Services, New York, NY | November 2017–Present

- Cultivate and maintain media partnerships
- Monitor various print and digital media outlets to generate insights on consumer behavior
- Help write, edit, and proofread formal media plans and various marketing materials
- Analyze market trends and competitor activity to pinpoint new business opportunities

## Key Skills

- Advertising & promotions
- Brand awareness & engagement
- Business needs assessment
- Campaign data analysis
- Client service & relations
- Competitor trend analysis
- Complex problem-solving
- Cross-functional collaboration
- Digital & social media marketing
- Marketing collateral development
- Media buy management
- Media plan recommendations
- Media strategy development
- Partnership development
- Process redesign & improvement
- Public speaking & presentations
- Request for proposal (RFP)
- Stakeholder relations management
- Writing, editing, & proofreading