

ALIA HAKKI

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ABOUT ME

Accomplished writer with an arsenal of adaptive writing techniques to support numerous media formats. Creative and diligent with an in-depth understanding of strategic content creation to achieve marketing goals. Combines passion for creative writing with proven editorial skills. Organized and capable of meeting strict deadlines and thriving in a fast-paced environment.

EDUCATION

2016 - 2020 • University of California, LA
BA in English and Political Science, GPA: 3.7

ACHIEVEMENTS

Winner of the 9th Annual David Sedaris Humor Writing Competition (2017), Published in Claudius Speaks Literary Magazine (2017)

EXPERIENCE

- 8/20 - now Associate Marketing Manager - Echo New York**
- Create and manage social media calendar from content creation to copywriting
 - Assist with paid social media advertising on Facebook and Pinterest
 - Write product descriptions and blog posts, using SEO
 - Manage B2B platform, including creating and updating marketing pages, building linesheets, and overseeing photography
- 4/20 - 8/20 Marketing Intern - SLMD Skincare**
- Wrote, edited, and posted weekly blog posts using SEO
 - Tracked and analyzed key metrics from marketing initiatives across all platforms
 - Assisted with creating and executing influencer initiatives and marketing campaigns
- 7/18 - 6/20 Chief Campus Editor - The Black Sheep UCLA**
- Wrote 1 blog per week and edited/posted contributions from a team of 5
 - Increased Instagram followers by 2,400% over a 2 year period
 - Created and posted daily content for Instagram and Twitter
 - Analyzed data using Sprout to optimize key metrics
- 11/19- 2/20 Paid Social Marketing Intern - MVMT Watches**
- Created ads on Facebook, Snapchat and Pinterest ad platforms
 - analyzed ad performance data to inform content creation
- 6/18- 8/18 Editorial Intern - Grayling PR, London**
- Wrote and edited blog posts
 - Wrote press releases for notable marketing and PR initiatives
 - Created decks for prospective clients outlining potential strategies and campaigns
- 8/17- 2/18 Staff Writer - College Magazine**
- Completed a 7 week writer training
 - Brainstormed, researched and wrote 1 article per week

TOOLS

TikTok Business Manager, Facebook Business & Ad Manager, Pinterest Ad Manager, Snapchat Ad Manager, Google Data Studio, Hootsuite, AirTable, WordPress, Klaviyo, Constant Contact, BrandWatch, Sprout, NuOrder, Rakuten, LTK, Shopify, Canva, Excel, Word, Powerpoint, Salesforce, Monday