

SALMA NURSE

Buffalo, New York, salmamnurse@gmail.com, salmanurse.com

EDUCATION

University at Buffalo, The State University of New York
Bachelors of Arts, Cognitive Science
Dean's List Honor Fall 2022

Aug 2022-Spring 2026

PROFESSIONAL EXPERIENCE

Marketing and Social Media Manager

School of Engineering and Applied Sciences (SEAS), University at Buffalo

Nov 2023-Present

- Spearheaded **cross-functional collaboration** for targeted communication strategies, resulting in a **30% increase in event enrollment and social engagement**.
- Developed and executed an inclusive **social media campaign**, driving over **7,000 post impressions** and fostering community engagement among students, faculty, and alumni.
- **Designed** a cohesive **visual identity** for the SEAS DREAM Lab, leading to **130% increase in Instagram follower engagement**. Yielded **20% increase in attendance** and improved community engagement by 15%.

Key Skills: Customer-Centric Strategy, Stakeholder Collaboration, Data-Driven Decision Making, Brand Development, Community Engagement

UX/UI Designer & Researcher – TimeWise Mobile App

University at Buffalo Experiential Learning

May-August 2024

- Designed the visual system, logo, UI, and UX for a student time-tracking app.
- Sketched and prototyped over 30 mobile screens for Android and iOS, applying **user-centered design principles** and **digital strategy** to enhance usability.
- Conducted **user research**, crafted user stories, performed **competitive analysis**, and gathered feedback to inform **product enhancements**.
- Delivered a presentation of the design process and branding to **stakeholders**, influencing final product decisions.

Key Skills: UX/UI Design, User Research, Agile Product Management, Stakeholder Presentations

Graphic Design Lab Assistant

Department of Art, University at Buffalo, Buffalo, NY

Sep 2022-May 2024

- Fostered a **collaborative atmosphere** in graphic design labs, providing assistance to users to optimize productivity and **innovation**.
- Supported students in **Adobe Creative Suite**, ensuring seamless use of tools for project execution.
- Conducted **hardware maintenance** to minimize disruptions, ensuring **operational efficiency**.

Key Skills: Technical Support, Cross-Department Collaboration, Operational Efficiency

Social Media Intern

Astoria Film Festival, Astoria, NY

Dec 2020-Aug 2021

- Developed a **content creation strategy** across 4 media platforms, ensuring a cohesive **brand experience** and maximizing engagement.
- Offered support during the event, ensuring **seamless operations** for over 100 attendees.
- Participated in a **six-week internship**, gaining experience in **media distribution**, design, and production.

Key Skills: Content Strategy, Event Management, Branding, Media Distribution

SKILLS

Languages: native proficiency in Spanish and English. **Technical Skills:** Figma, Adobe AI, Canva, Jira, Microsoft Suite