

JULIA HAMEED

Creative and detail-oriented Marketing Specialist with a passion for entertainment- theater, film, and music. My hobbies include learning new instruments, cooking, and singing jazz.

22 Moon St.
Boston, MA 02113
(912) 306-5258
jghameed@gmail.com

EXPERIENCE

Riddle & Bloom, A Wasserman Company

06/2021-
PRESENT

Amazon Prime Student Account Manager- Boston, MA

- Manages 50-70 Campus Managers every semester.
- Creates onboarding training material for the Prime Student Program.
- Recruits and outreaches to 120 universities across the United States.
- Executes multiple in-person event activations- Whistlepig, Amazon Prime Student.
- Leads and moderates focus groups with Campus Managers to enhance Amazon's marketing strategy.
- Contributes in brainstorming sessions devoted to securing new clientele.
- Develops internal communication that provides strategic direction to Campus Managers.

Amazon Prime Student Campus Manager- Philadelphia, PA

08/2020-
05/2021

- Utilized different marketing strategies such as event planning and social media marketing to promote Prime Student at Temple University.
- Collaborated with 40-50 Campus Managers to engage students and generate 200+ sign-ups for memberships.
- Coordinated virtual events with different organizations to reach a larger demographic.
- Generated promotional social media content and graphic designs using Canva and Adobe Photoshop.

Temple Theaters

08/2019-
05/2021

Social Media Marketing Coordinator- Philadelphia, PA

- Maintained social media presence across Facebook, Instagram, and Twitter.
- Increased follower status by more than 800+.
- Created and planned marketing strategies for increasing community outreach.
- Organized 20+ social media takeovers on Instagram.
- Demonstrated leadership by starting Temple Theater's Musical Theatre Instagram page.

Temple Talk, Television Show

08/2018-
04/2019

Head of Public Relations- Philadelphia, PA

- Contributed ideas for increasing community outreach.
- Created new segments ideas for live broadcasts.

Our Daily Bread Cafe

02/2017-
06/2018

Restaurant & Catering Server, Social Media Coordinator- Savannah, GA

- Provided superior customer service by seating incoming guests while simultaneously assisting already seated clientele.
- Utilized outstanding communication skills to resolve customer complaints and create a healthy dining environment.
- Created and managed the cafe's Instagram and Facebook.

SKILLS

- Microsoft Excel, Powerpoint, & Word
- Social Networking: Instagram, Twitter, Facebook, & Pinterest
- Adobe Flash Player
- Asana
- YouTube
- iMovie
- Zoom, Teams, RingCentral
- Slack
- Google Apps
- Salesforce
- Canva

EDUCATION

Bachelor of Fine Arts in Musical Theatre, Minor in Communication Studies

Temple University, Philadelphia, PA
Summa Cum Laude, May 2021