

NIKA RAHINI

BRAND MANAGER - SOCIAL STRATEGIST

CONTACT

✉ nikarahini22@gmail.com

🌐 www.nikarahini.com

📍 Richmond, VA

Farsi- Fluent Language

LIVE CLIENT WORK

Amazon Music- Music; User interface, Brand Extension
LovEvolve- New Moms & Baby Care; Brand Extension
Clorox- Household Products; New Product Launch
Bondle Wines- Wine; Product and Social Campaign
SLAM Media (Basketball Magazine) - Sports & Music;
Event Marketing, Comms Planning

EDUCATION

MS in Business of Branding 2021-2023
VCU Brandcenter

Creative Brand Management
GPA: 3.9

BS in Mass Communication 2016-2018
Virginia Commonwealth Univ

Concentration: Public Relations
GPA: 3.5

SKILLS

- Brand Strategy & Positioning
- Project Management
- Competitive Analysis-4Cs,SWOT
- Social & Content Strategy
- Communication Planning
- Consumer Journey Map
- Designing and Presenting Client Pitches
- Quantitative & Qualitative Research
- Data Skills -Salesforce, Google Analytics, Excel, SPSS, Microstrategy, Banner9
- Digital Design- Keynote, Adobe Suite, Procreate, Canva

PROFILE

A Creative Brand Manager with sharp wit and a sense of humor, fluent in all things social and a passion for communication planning on brand projects. I strive to connect with people on a personal level while building brands that resonate with diverse audiences. I look forward to pushing cultural conversations forward whether for female sneakerheads or through talks of my mom's Persian cooking.

WORK EXPERIENCE

Account Management/Client Services Intern

United Masters //Translation

Summer 2022

Clients- Apple Music & Beats by Dre

- Collaborated with the account & context team to develop pitch decks for projects with Beats
- Conducted competitive & social analysis to inform social media strategy & content development
- Coordinated project timelines and deliverables across cross-functional teams
- Participated in ideation and brainstorming sessions with the Beats social team, bringing a strong analytical perspective based on research into current social, category, and competitor trends
- Edited and distributed the internal Beats newsletter to client, ensuring timely and effective communication of our agency's work along with upcoming events and social trends
- Led scope of work meetings, leveraging effective communication skills to discuss progress, identify potential issues, and ensure that everyone was aligned on project goals and timelines

Social Media Marketing Intern

Beez Nuts Balms

Sept 2017-June 2018

Local Richmond business that sells organically made lip balms, hand salves and even beard oil.

- Generated content for company's social media platforms to increase follower engagement and build awareness among Richmond college student audiences
- Increased audience engagement and followers by 20% within 6 months through curated content for social account
- Applied organic and paid media analytics to strategically promote local B2B partnership events and lip balm products
- Created monthly newsletter to build brand awareness, reaching more than 200 clients
- Promoted products to local companies for cross-promotion opportunities and build B2B partnerships between local Richmond businesses

Transfer Credit Coordinator

George Mason University

Nov 2018- Jan 2023

- Evaluated and processed transfer credit applications for freshman, international, and undergraduate admissions by meticulously reviewing previous academic records and assisting students with their credit-related inquiries
- Collaborated with academic units to ensure the accuracy of course equivalency in Mason credit matrix