

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration / Major: International Business, Expected May 2027

EXPERIENCE

MIMI'S ICE CREAM LLC, Washington D.C.

August 2022 – June 2023

Team Leader/ Media Management

- Led the Media Management team at MiMi's Ice Cream, a dynamic and rapidly growing company in the frozen dessert industry
- Oversaw a dedicated team of professionals responsible for providing excellent customer service
- Spearheaded our digital marketing campaigns, optimizing our online presence and social media engagement to reach a wider audience. This involved creating compelling content, monitoring analytics, and adapting strategies to maximize ROI
- As a leader, ensured that our high-quality standards were consistently met. Monitored product freshness, cleanliness, and presentation, guaranteeing that each customer received a delicious and visually appealing treat
- Actively sought feedback from customers about their experiences, flavors they enjoyed, and any suggestions for improvement. This valuable information was then shared with our product development and marketing teams

CHICK-FIL-A INC, Washington D.C.

September 2021 – April 2022

Team Leader

- Led training programs for new and existing team members, resulting in improved service quality and increased employee satisfaction
- Successfully resolved personnel issues, fostering a harmonious work environment and maintaining a motivated and dedicated team
- Demonstrated exceptional customer service by occasionally performing tasks such as cooking, clearing tables, and serving food, enhancing the overall dining experience

ACTIVITIES

International Business Association, Fox School of Business

Temple Finance Association , Fox School of Business

SKILLS

Retail Management, Market Analysis, Customer Service, Inventory Management, Marketing

Languages:**Arabic** - Native Proficiency

Software: Adobe Photoshop, Illustrator, Premiere Rush, Microsoft Excel, Social Media Marketing