

**Sitra Mohamed**  
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## **SUMMARY**

Goal oriented Business student eager to apply my education, skills, and dedication to new opportunities for growth and success. Currently studying Management of Information Systems at Temple University and have completed courses such as Leadership and Organizational Management, Legal and Ethical Reasoning in Business, and Interpersonal Communications: Critical Competencies for Professional and Personal Success. Passionate about brand strategy with a goal of stepping into the professional management world, I hope to collaborate effectively and deliver results through creative strategies and a strong attention to detail.

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## **EDUCATION**

Temple University — Philadelphia, PA  
*Candidate: Bachelor of Business Administration*

*Major: Management of Information Systems*

Expected graduation date: May 2028

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## **EXPERIENCE**

### **Market Research Analyst**

Nidra Goods

07/25 - 08/25

- Conducted market research on consumer preferences and purchasing behavior to identify target customer segments for Nidra Goods' sleep products.
- Analyzed competitor offerings, pricing strategies, and marketing approaches to assess market positioning and opportunities for differentiation.
- Monitored industry trends and emerging product innovations to inform strategic decisions and forecast potential demand.
- Synthesized research findings into clear reports and recommendations that guided product development and marketing strategy.

**Marketing Assistant**  
Family Business

01/25 - 12/25

- Supported a family-owned business team by creating flyers, social media posts, and email templates to promote services and seasonal deals.
- Used Canva and Google Docs to design clean and eye-catching content tailored to the brand's voice and customer base.
- Helped brainstorm marketing ideas, track engagement on Instagram, and organize promotional materials for local events.
- Coordinated and helped run 3+ pop-up shops, managing setup, greeting customers, and showcasing products to boost in-person sales.

**Information Technology Fundamentals Educator**  
Class Project

04/24 - 05/24

- Created a beginner-friendly tech guide on how to use Google Drive and Microsoft Teams, including screenshots and step-by-step instructions.
- Worked in a team of 3 to research common tech issues students face, presenting solutions in a clear, visual format.
- Presented guide to class, receiving positive feedback for clarity and usefulness — now shared as a resource by the instructor.

**Empowerment Academy Lead**  
Project Glimmer

09/23 - 11/23

- Successfully completed a 6-week as a lead fellow in a virtual leadership and empowerment program focused on personal and professional growth.
- Engaged in interactive workshops covering topics like leadership development, financial literacy, and self-reflection.
- Strengthened public-speaking skills by presenting weekly progress updates and receiving peer and mentor feedback.
- Became a part of a national alumni network to access ongoing mentorship, resources, and future opportunities.

**Writing Tutor**  
Academy at Palumbo High School

08/25 - 04/25

- Provided one on one tutoring to high-school students to improve writing clarity, organization, and argumentation.
- Supported diverse learners, adapting tutoring approaches to meet every individual's needs.
- Offered constructive feedback on style, grammar, and development.
- Maintained detailed session notes and tracked student progress over time.

**Youth Library Technician**  
Free Library of Philadelphia

09/21 – 06/22

- Assisted patrons to find and use library resources.
- Provided technical support for computer devices.
- Processed print and non-print library materials to prepare them for inclusion in library collections.
- Cataloged and sorted books and other print materials according to procedure.

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**KEY SKILLS**

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|--------------------|----------------------|
| ★ Communication    | ★ Writing            |
| ★ Task Orientation | ★ Analytic Reasoning |
| ★ Creativity       | ★ Digital Design     |
| ★ Organization     | ★ Project Managing   |

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**LANGUAGES**

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|---------------------------|----------|
| ★ English - Native        | ★ Arabic |
| ★ Amharic - Mother Tongue |          |