



# AHMED S. RAHMANY


## EDUCATION

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**University of North Texas**  
Bachelors in Marketing

## CONTACT

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Mansfield, Texas

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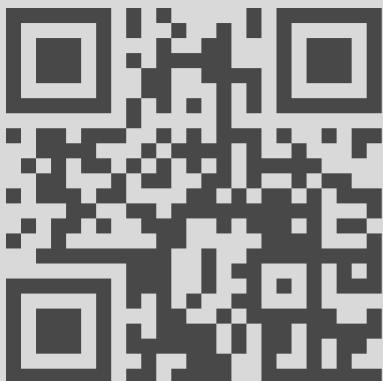
 (682) 554-8096

 /ahmedr4591

## PORTFOLIO

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<https://ahmedrahmany.com>



## WORK EXPERIENCE

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### **UNT Dallas, Marketing Strategist**

APRIL 2024 - PRESENT

- Collaborates with the Associate VP of Marketing to create university brand marketing strategies
- Collaborates with team members to determine best use of marketing mix to support student recruitment and retention and enhance the university's image
- Coordinates the implementation and tracking of university marketing plans and advertising tactics
- Primary photographer/videographer for the university
- Solely manages UNT Dallas social media main accounts where I implemented numerous weekly campaigns and organized social media content
- Creates a weekly newsletter for students detailing news, upcoming events, resources, and event photos
- Edits and manages the UNT Dallas website through CMS Modern Campus

### **UNT Student Affairs, Marketing Communications Specialist**

APRIL 2020 - APRIL 2024

- Created a weekly newsletter to university staff detailing news, upcoming events, resources, and event photos using Mailchimp and Constant Contact
- Used Hootsuite and Buffer to audit and report metrics/analytic performance of social media channels
- Handled photo/video duties for over 30 departments and edited using Lightroom and Premiere Pro
- Edited and helped manage the UNT Student Affairs website through CMS Drupal and Omni
- Wrote news stories covering events, students/staff, university/department accomplishments



# AHMED S. RAHMANY

## TECHNICAL SKILLS

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- Email Marketing
  - Mailchimp
  - Constant Contact
- Video Editing
  - Premiere Pro
  - DaVinci Resolve
- Web Editing - CMS
  - Drupal
  - Omni Modern Campus
- Photography & Videography
  - Lightroom
  - Canon & Sony Mirrorless
- Graphic Design
  - Photoshop
  - InDesign
  - Illustrator
  - Canva
- Copywriting/editing

## REFERENCES

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Sami Bullon - Drive Nation

- sbullon14@gmail.com

Brady Burns - City of San Antonio

- brady.burns@sanantonio.gov

Kara Ottinger - UNT DSA Web

- kara.ottinger@unt.edu

Amy Armstrong - UF Business Affairs

- armstronamy@ufl.edu

Chelsea Mullin - UNT DSA Marketing

- chelsea.mullin@unt.edu

## WORK EXPERIENCE, CONT.

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### ACE Volleyball, Marketing Coordinator

DEC 2018 - MAR 2020

- Helps gain/maintain sponsors from local businesses
- Creates graphics & flyers using the web-based software, Canva, to promote events & brand
- Manages social media accounts
- Plans & executes promotional activities including print, advertisement, digital media, and direct mail
- In charge of running web-based software, GetResponse, for email marketing to customers
- Analyzes digital media using Google Analytics

### UNT Student Affairs, Marketing Intern

JAN 2018 - DEC 2018

- Created original content daily on social media accounts (FB, Twitter, Instagram, & Youtube)
- Used programs such as Photoshop, Illustrator, Lightroom, Premiere, and more to create graphics, posts, reports, videos, photos, etc.
- Marketed & promoted school events through social media/websites

## POWER SKILLS

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- Strong attention to detail
- Exceptional communication & networking skills
- Handles working under pressure & multitasking
- Follows instructions & delivers quality results on time
- Motivated to constantly develop my skills
- Successful working in a team environment, as well as independently