

Norhan Elbermawy / Marketing Specialist

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EXPERIENCE

Girls Who Code, New York, NY — Marketing Associate

JULY 2019 - MAY 2020

- Devised the web strategy of *Girls Who Code At Home* to maintain a CVR of over 20% & spike web traffic by 1,150% in collaboration with our product manager, UI/UX designer, and engineering team
- Improved email CVR by 376% by partnering cross-functionally with key teams & brand agency to concept, prioritize, & deliver a refreshed identity & digital experience focused on email conversion in a 7 month roadmap
- Grew web traffic to 30K in the first 10 months of *bravenotperfect.com* domain launch by identifying market trends to plan SEO web content
- Owned the segmentation & marketing operations for mailing lists by deploying a weekly newsletter, supporting webinars & podcast launches
- Synthesized data in dashboards to evaluate KPIs from Google Analytics, FB Ads Manager & Campaign Monitor in order to identify key moments within several user journeys & reinforcing value propositions for each segment through key messaging & automated journeys

eMerge Americas, Miami, FL — Marketing and Operations Intern

OCTOBER 2018 - JUNE 2019

- Coordinated ad campaigns cross-functionally with the Operations, Marketing, & Sales team for the annual B2B event attracting over 16,000 attendees & 400 companies representing 40 countries in LATAM & Europe
- Worked closely with app development vendor to define product vision & translate roadmap into backlog of metrics in order to launch the '*Startup + Investor Platform*' resulting in 594 exchanged meetings between startup founders & investors prior to the onsite event
- Analyzed web metrics on Google Analytics & optimized site structure within Wordpress CMS + SEO copy based off performance reports & researching industry trends
- Partnered with executive leadership in a brand refresh for eMerge Americas to amplify assets by guiding creative briefing & development within a B2B marketing lens

Woodrow Wilson Center, Washington D.C. — Brand Creative Intern

JANUARY 2018 - MAY 2018

- Researched methods to visually represent insights from the center's scholar reports to design brand-aligned layouts. Contributed to 4 major projects using Adobe CC (InDesign, Photoshop, Illustrator & Lightroom)
- Collaborated with communications office to develop external facing assets for the Wilson Center's website & social media channels
- Assisted Art Director with developing creative briefs, prioritizing backlog of external relations design projects & incoming requests from departments requesting revisions

HSI Professional, Miami, FL — Digital Media Coordinator

NOVEMBER 2016 - DECEMBER 2017

- Grew, engaged & optimized email marketing list of over 30K subscribers by deploying campaigns, integrating customer data from Shopify, segmenting audiences & A/B testing content
- Managed the company's ecommerce website by updating homepage promotions, SEO copywriting for product SKUs, overseeing coupon & affiliate codes & organizing product photography & demonstration videos
- Developed cross-channel content marketing calendars & produced videos, product brochures, social media graphics, & copywrote blog articles to increase organic social media engagement, website traffic & purchases

EDUCATION

Cornell University, Remote — Certificate in Marketing Analytics

JANUARY 2020 - MAY 2020

Florida International University, Miami, FL — B.A in Sociology Dual Degree

AUGUST 2017 - MAY 2019

Florida International University, Miami, FL — B.S in Digital Media

AUGUST 2014 - MAY 2019

SKILLS

Analytics (Google Analytics, Data Visualization, Tableau, Excel, Measuring Effectiveness, Research, SEO, HTML, CSS)

CRM (Hubspot, Salesforce, Klaviyo, MailChimp, Segmentation)

Digital Media (Visual Design, Adobe Photoshop, Illustrator, InDesign, Premier, Medium, Copywriting)

Social Media (Ads, SproutSocial, Hootsuite, Strategic Planning, Content Calendars, Customer Service)

Project Management (Agile / Scrum Methodologies, Roadmapping, Communication, Facilitating Meetings, Delegation, Budgeting, Adaptability)

CERTIFICATIONS

- Udemy Digital Marketing (2018)
- Hubspot Inbound Marketing Certificate (2019)

VOLUNTEERING

Desa Kreatif Gao Pojok, Bandung, Indonesia — Social Entrepreneurship Intern

JUNE 2017 - AUGUST 2017

United Nations Association, Varna, Bulgaria — Sustainable Development Facilitator

MAY 2016 - JUNE 2016

AWARDS

- FIU Global Learning Medallion (2019)
- Janet Chusmir Memorial Scholarship Recipient (2018)
- AIESEC US Excellence in Marketing Growth (2016)