

# Rina Alshaer

[www.rinaalshaer.com](http://www.rinaalshaer.com)

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**Rina Alshaer**

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## Skills

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Results-oriented, motivated and professional employee who is enthusiastic about digital marketing, e-commerce, and consumer analytics. I am quick to grasp new ideas and concepts, and to develop innovative and creative solutions to problems.

- Experience with Microsoft Excel and Microsoft Office 365
- Excellent communication skills with a focus on customer service
- An American Marketing Association certified digital marketer with SEO analysis
- Bilingual; native mastery in Arabic language and elementary level in French I, elementary Russian I.

Certifications:

- Advertising on Facebook Credential-Lynda LinkedIn Learning
- Google Ads (Ad Words) Essential Training - LinkedIn Learning
- MailChimp Email Marketing -LinkedIn Learning
- Content Marketing Foundations-LinkedIn Learning
- Excel Essential Training Office 365- LinkedIn Learning
- Google Analytics Certification- LinkedIn Learning
- Coursera User Interaction Certification- California Institute of Arts

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## Experience

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### **Akola Jewelry/ Product Development Team Member**

June 2019 - August 2019, Dallas, TX [www.akolaproject.org](http://www.akolaproject.org)

As a student in the National Retail Federation, the most competitive student challenge competition for ecommerce and digital marketing students. I am competing in the Product Development team, I am tasked to :

- Select a retailer and asses target market needs
- Market and competitor analysis
- Develop a Product Line Concept
- Marketing plan and timeline
- Financial analysis
- Logistics and Plan Distribution

### **Amir Fragrance/ Digital Marketing Intern**

Jan 2017 - PRESENT, Dallas, TX [www.amiroud.com](http://www.amiroud.com)

- Transformed social media presence. Grew social media engagement by 60% within the first two months.

- Optimized search engine results and used tools for keyword optimization. Digitally analyzed search engine performance.
- Developed effective social media Ad campaigns and product display advertisements.
- Maintained and supplied content for website and social media
- Handled personalized email Marketing campaigns
- Tracked and Analyzed Google Analytics website traffic flow and provided regular internal reports

### **Prevent Blindness Texas / Social Media Intern**

May 2018 - December 2018, Dallas, TX [www.texas.preventblindness.org/](http://www.texas.preventblindness.org/)

- Controlled social media accounts and monitored social media engagements.
- Provided content for social media accounts
- Assisted with grant writing to federal institutions for funding
- Assisted with helping patients obtain eye-health care needs through various hospitals and clinics

### **Alex and Ani/ Jewelry Sales Associate**

Aug 2017 - Nov 2017, Frisco, TX

- Delivered a positive experience for all customers. Known to be dedicated to delivering the company's values and message to customers.
- "Employee of the Month" honors, by generating the highest sales per hour more than any other Alex and Ani employee in the state of Texas during the November to December time period

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## **Education**

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### **University of North Texas/ Bachelor of Science in Digital Retailing, minor in consumer experience management**

Current, Graduation Date: May 2020, Denton, TX

Digital Retailing is an interdisciplinary degree that focuses on e-commerce and digital marketing processes. Students completing the program develop skills in digital marketing, consumer segments, retail market research, and design architecture.

### **Collin College / Associates of Science**

December 2017, Frisco, TX

Obtained associates of Science with Pre-medical focus. Phi Theta Kappa Honor student.

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## **Awards**

- Recipient of the Nordstroms Merchandising Student Scholarship
- Placed on the Students Presidents List for three consecutive semesters