

# **Anum Asim**

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**I am seeking a position within the experiential marketing field which will best utilize my current experience and skills. I bring forth over 5 years of strong managerial and communication qualities. My strong suit is in organizational skills and maintaining positive client relationships. It is my hope and intent to help the company I work with attain the best results with my involvement.**

## **Skills**

- **Expressive and diligent with communication;** reply back to top-level management emails and feedback regarding the program goals in a timely and professional manner,
- **Efficient and thorough with planning and scheduling;** carefully plan out all steps and directives for staff, clients, and myself in order to meet sales/team objectives as well as review scheduling amongst all to ensure no conflict is present,
- **Resourceful and highly motivated college student, with experience in customer service, childcare and assistant teaching,**
- **Friendly and outgoing, with the ability to form strong and cooperative relationships with people of all ages and from all cultural backgrounds;** relates well to people from all walks of life, treating each person with the dignity, respect, consideration and kindness
- **Extremely focused and hard-working, with a strong work ethic and the ability to reach and achieve the goals that are set for myself;** a true 'team-player' who is equally comfortable working independently with the same high levels of work quality and accuracy
- **Solid computer and technology skills, with full proficiency in all essential Microsoft Office software programs (Word, Excel, PowerPoint, etc);** able to learn and apply new technology quickly and easily; adept at internet research and in the use of social media; an enthusiastic student, able to pick up new skills easily
- **Punctual, productive, responsible, loyal and trustworthy;** Take all of my commitments seriously (academics, work, sports) and always deliver my 100% best effort; always on-time or early, fully prepared and ready to get to work

## **Education**

### **Broward College; Pembroke Pines, FL**

-Associate in Arts Degree; 2014  
GPA-3.4

### **Florida International University; Miami, FL**

- Bachelor in Psychology; 2016  
-Seeking Masters in Psychology degree 2019  
-GPA-3.4

### **University of West Florida: Pensacola, FL**

Masters in ABA/Special Education: 2020  
GPA\_4.00

## **Experience**

### **MKTG**

July 2022- CURRENT

#### **MARKET MANAGER**

- create staff schedules, train staff onsite, troubleshoot tech issues onsite
- ensuring timely reports and meeting client's goals
- help raise brand awareness and create a buzz for new InHome program
- complete a variety of tasks ranging from promoting service in-store to generating new sign-ups for Walmart's new InHome program

### **MKTG/ MICHELE AND GROUP**

Jan 2022- CURRENT

#### **BRAND AMBASSADOR**

- help raise brand awareness and increase sales
- complete a variety of tasks ranging from promoting products or services in-store to implementing marketing campaigns

### **KIDS BEHAVIORAL NETWORK, Miami FL**

Jan.2021- September 2021

#### **Registered Behavioral Technician**

- responsible for the direct implementation of behavior-analytic services
- Providing treatment for children diagnosed with language, communication, behavioral and developmental disorders such as Autism Spectrum Disorder.

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- **MACYS PEMBROKE LAKES MALL, FL**  
Dec.2015- Present

#### **Fragrance Sampler/ salesperson**

- Excel at providing outstanding customer service in a busy oriented retail environment; an accurate and helpful cashier working with an often-demanding international clientele and working directly with the public in a sales-oriented position

### **MACYS PEMBROKE LAKES MALL, FL**

Nov. 2015- Present

#### **Cashier/Sales Floor/Customer service/ fragrance sampler**

- Excel at providing outstanding customer service in a busy oriented retail environment; an accurate and helpful cashier working with an often-demanding international clientele and working directly with the public in a sales-oriented position

TARGET PEMBROKE PINES, FL

**Cashier/Sales Floor/Customer service**

June 2015- Jan. 2016

- Excel at providing outstanding customer service in a busy oriented retail environment; an accurate and helpful cashier working with an often-demanding international clientele and working directly with the public in a sales-oriented position

FRANKLIN ACADEMY CHARTER SCHOOL; Cooper City, FL

Aug. 2014 - June 2018

SEA CASTLE ELEMENTARY SCHOOL; Miramar, FL

Jan. 2014 – Aug. 2014

**After Care Counselor**

- Responsible for after school education and supervision of grade school children, utilizing teaching skills as well as diplomacy; developed excellent skills such as responsibility, punctuality, patience and problem-solving

WALTER C. YOUNG SCHOOL; Pembroke Pines, FL

Aug. 2008 – June 2009

**Teacher's Assistant**

- Volunteer position to gain excellent classroom/teaching experience as well as helped to develop outstanding organizational and interpersonal skills working with teachers and students