

SAMIN AHMAD

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SOCIAL MEDIA & DATA ANALYST EXPERT

VIBE CATALYST | BRAND INFLUENCER | STAKEHOLDER RELATIONS | INFORMATION TRANSFORMER

Social media, market research, intelligence gathering, and analysis expert with dual master's degrees and 10 years' combined experience. Directs investigations, trend identifications and evaluations, reporting production, and strategy insights of influences, influencers, and media-driven content. Proficiencies include data source development, data-driven decision-making, strategic networking, and stakeholder relations. Exhibits flexibility to adapt to emerging business realities and industry advancements, pursues necessary resources to increase data collection pathways, and delivers results that out-pace expectations. Insightful, and disciplined, with laser-like focus.

TECHNOLOGY & PLATFORM STRENGTHS

Facebook | Instagram | TikTok | YouTube | Twitter | Google Analytics | Asana | Monday.com | MS Teams
Adobe | Canva | SEO | SEM | HubSpot | Hootsuite | Social Flow | SaaS | Tableau | Social Bakers | WordPress

SKILLS / CORE COMPETENCIES

Content Marketing | Content Creation | Email Marketing | Digital Marketing | Social Media Management | Social Listening | Social Media Marketing | Analytics Analysis | Brand Management | Content Management | Copywriting | Public Relations | E-commerce | Google Analytics | Managing online stores

LICENSES & CERTIFICATIONS

Google Digital Marketing and E-commerce Certificate
Coursera, Jan 2024

LANGUAGES

English (fluent in speaking, reading, and writing) & Bengali (fluent in speaking, reading, and writing)

PROFESSIONAL EXPERIENCE

Refugee Operations Analyst (*remote*) | Carthage, NC | Devis | 2024 – 2025

Provided critical support in refugee resettlement programs, operational analysis, and humanitarian initiatives. Leveraged data to inform refugee resettlement strategies, monitor case progress, and coordinate across diverse stakeholders, including government agencies, NGOs, and international partners. Conducted research to identify trends, improve workflows, and ensure compliance with program policies and procedures. Adept at utilizing strong analytical and problem-solving skills to enhance program outcomes and deliver actionable insights to address the complexities of refugee operations.

- Collaborated with US stakeholder agencies to update cases while flagging issues with relevant governmental and non-governmental organizations. Developed and maintained data sources crucial for decision-making, ensuring accuracy and relevance.
- Managed case history and researched statuses supporting the Bureau of Population, Refugees and Migration (PRM) and the Refugee Processing Center (RPC) mission. Implemented operational enhancements to streamline processes and improve resource allocation.
- Responded to unique case processing situations along with performing data entry tasks and quality-control measures in the START application. Wrote and updated project documentation including procedures and training materials.

Social Media Manager (remote) | Carthage, NC | Boost Oxygen | 2021 – 2024

Owned U.S. and international social media content development and campaign management, social media-based brand perceptions, public relations, monetization initiatives, analytics reporting, and consumer engagement – and collaboratively assisted and led teams serving 50 additional countries. Designed visualizations and wrote themed posts, coordinated and amplified content across all platforms (while addressing different customer segments with each), and optimized content calendar to align with marketing goals, promotions, and product launches. Led responses to comments and directed moderation and escalation of concerns, inflammatory, or competitor replies. Researched high-profile influencers on each platform and built partnerships to secure lucrative endorsements and product features.

- Conceptualized and produced high-quality outputs and novel content which gained quick traction as it educated or entertained target audiences across social media platforms, including selection of design themes, color palette, diagrams, image manipulation, embedded videos, and custom hashtags.
- Managed brand narrative/story, created greater messaging cohesion, and continuously audited and maintained standardization of fonts, emails, verbiage, and tone that strengthened continuity of presence.
- Conducted routine debriefings to review operational efforts and identify anything missed, where process blocks arose, and what issues surfaced; resolved all tactical issues quickly.
- Collaborated smoothly with external PR, marketing, advertising firm and internal sales (globally) to understand product launch goals, product positioning, and overall themes of messaging, and then craft effective presentations, editorials, periodicals and publications that built brand trust.

Social Media & Digital Marketing Strategist (remote) | Sanford, NC | Consultancies | 2020 – 2021

Provided strategic marketing expertise on social campaigns for clients. Performed data-driven research and distilled analytics on trends to boost clients' search rankings, generate web traffic, and expand online presence. Scouted and used social media influencers in target demographics for competitor analysis and incorporated best practices into campaigns and strategies. Developed custom hashtags based on hot trends across targeted industries. Edited video credits, text overlays, and transitions and uploaded completed works to YouTube.

- Measured successes of SEO keywords, adjusting tone and type for refined results on what consumers responded to best. Earned 30-40% more views, followers, subscribers, like, website visits, and website traffic across pages for client projects after using these discovered and refined techniques.
- Set up and funneled social media engagement activity simultaneously across multiple platforms, including YouTube, Instagram, TikTok, Facebook, and LinkedIn.

(Senior Market Analyst) Intelligence Specialist | Wright-Patterson AFB, OH | USAF | 2018 – 2020

Investigated and analyzed social media and market influences, demographic behaviors, social and business processes and impacts, audience policies, asset inventories and assessments, and operations and prepare executive summaries to expedite time-sensitive decision making. Worked with executive leaders and fielded agencies, analysts, and social media specialists to collect/distill details used to develop actionable narratives.

- Known for even-keel temperament, executive-level communication skills, on-point diplomacy, professional/social ease, thoughtful problem solving, supportive work ethic, and team player attitude.
- Remain current on latest market developments and trends to identify needs to capitalize on, develop, and/or adopt solutions needed to direct operations, disperse information, and safeguard choices.

Market Analyst and Social Media Specialist | MacDill AFB, FL | COLSA Corporation | 2013 – 2016

Governed social media platforms and analysis tools to capture region-based market intelligence on trends, cultural and economic impacts (among others), thought leaders, ideological conversations relevant to targeted topics, etc. Developed and converted data into useful and visualized formats to illustrate and communicate narratives that drove strategies. Prepared and delivered multimedia presentations and orally briefed executive stakeholders, which included details of operational threats, security, risks, and audience biases for highest transparency.

- Managed regional platform-wide Twitter and Facebook activity using as Palantir, HubSpot Social inbox, Google Analytics, Adobe Creative Suite, Hootsuite, Social Flow, and Social Bakers among others to monitor digital environments, analyze conversational trends, and distill into detailed analysis.
- Analyzed and evaluated information and information gaps, from sources to extract and understand meaning; reconciled conflicts, disseminated high-level information, and addressed underlying needs.
- Negotiated timelines, outlined scope of work, tracked pipeline and integrity of delivery fulfillment, and provided task management until full satisfaction of all stakeholders.
- Established and nurtured dynamic, high-functioning team ethos, which ensured above-target deliveries despite ambiguity and competing priorities/deliverables.
- Examined and factored in regional languages, history, socio-political affairs, culture, religions, local customs, and current events through examination of exhaustive research, of media outlets and information (TV, radio, print) to determine and communicate impacts to data dissemination, breaches, and targeted activities.

Specialized Analyst | MacDill AFB | COLSA Corporation | 2013 – 2014

Produced complex analysis reports derived from research, data collection, evaluation, interpretation, and high-level writing of relevant facts, insights, and influences. Predicted trends, identified vocal community members and valuable communicators/connectors, and assessed region- and demographic-specific risks and operational requirements for emerging events, particularly as it related to digital security. Utilized data for crisis management.

- Balanced ambiguous, ever-shifting priorities with dexterity and even temperament, never losing sight of actionable steps, big picture, and granular but still vital details. Self-directed delivery of all commitments, raising concerns early to guarantee quickest resolutions and safeguard stakeholder satisfaction.
- Collected and recorded observations, synthesized data, and prepared research results for intelligence reports and to identify target data for assigned project.
- Influenced and controlled ever evolving and aggressive changes in data landscape and influencers' attempts to sway attention using misinformation and cutting-edge technologies; kept ear to the ground, tracked pulse of trends and shifts, reviewed media sources, and asked strategic questions.
- Influenced and challenged communication partners and teammates where appropriate; built bridges and supported and nurtured business insights.

EDUCATION

Master of Arts, International Relations | Schiller International University, Germany

Master of Arts, Human Rights & International Relations | University of Roehampton, UK

Bachelor of Arts, Foreign Affairs | University of Virginia, Charlottesville, VA