

Zayd Salahieh

+1 (626) 206-4023 | zayd.jc.salahieh@gmail.com | linkedin.com/in/zayd-salahieh/

EDUCATION

Pepperdine University

Bachelor of Arts in Integrated Marketing Communications, Minor in Industrial/Organizational Psychology

GPA: 3.89/4.0

Malibu, CA

May 2027

Pepperdine Olympics Program

6-week experiential study abroad: Global advertising and marketing at the MICO26 Winter Games

Milan/Cortina, Italy

January - March 2026

EXPERIENCE

Mayor's Office of Strategic Partnerships, City of Los Angeles

Civic Brand and Marketing Intern

Los Angeles, CA

June 2026 - Present

- Research peer city brand programs (NYC CityStore, SF MUNI, Chicago, etc.) to inform LA's civic identity strategy ahead of the 2026 FIFA World Cup, Super Bowl, and Olympics
- Support community engagement pop-ups at FIFA 2026 sites and synthesize survey/focus group findings into recommendations for City leadership
- Create presentation materials and stakeholder decks for the Deputy Mayor, contributing to brand governance and IP strategy in a municipal context

Pepperdine University Advancement Office

Stewardship Specialist

Malibu, CA

June 2025 - Present

- Create over 30 customized fundraising materials, including donor proposals, leadership letters, and stewardship reports, supporting major gift efforts and enhancing donor engagement across the University
- Manage more than 10 cross-functional advancement projects using Raiser's Edge and WorkFront, coordinating with alumni affairs, academic leadership, and development officers to meet strategic goals and deadlines
- Write personalized donor communications such as thank-you letters, impact reports, and event scripts, while interviewing over 20 students, faculty, and alumni to develop stories for the Advancement website

Sells

M&A Analyst Intern

Rogers, AR

September 2025 - February 2026

- Conducted market research and competitive analysis in HVAC and business services by reviewing financials, operational metrics, and industry reports, delivering consumer insights and strategic recommendations that supported brand positioning for \$75M+ transactions
- Drove lead generation and audience segmentation by sourcing targets through databases, networking, and qualification criteria, qualifying 350+ high-potential opportunities, and building a targeted pipeline for growth-focused private equity and strategic buyers
- Collaborated cross-functionally with senior advisors to create pitch decks, market narratives, and client presentations by synthesizing data into clear messaging and compelling visuals, using data-driven storytelling to influence decisions and accelerate outcomes

ACTIVITIES & HONORS

Professional Business Fraternity of Delta Sigma Pi, Senior Vice President

June 2025 - Present

Pepperdine Ambassadors Council, Student Ambassador

March 2025 - Present

Dean's List, Recipient

Fall 2024

J. Leake Memorial Endowment Scholarship, Recipient

May 2024 - June 2024

Pepperdine Debate, Member

August 2023 - Present

SKILLS & INTERESTS

Skills: Adobe Creative Cloud, Microsoft Word, Canva, Audience Segmentation, Excel, PowerPoint, Mediation, Data Analysis

Awards: Dean's List, J. Leake Endowment, Communication Division Scholarship, Pepperdine Grant, Seaver Trust Grant

Interests: Relationship Building, Traveling, Running, Graphic Design, Vinyl Records, Psychology, Cooking, Baseball, Fashion