

Zayd Salahieh

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EDUCATION

Pepperdine University

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

GPA: 3.86/4.0

Malibu, CA

May 2027

- **Relevant Coursework:** Principles of Marketing, Principles of Public Relations, Organizational Behavior, Fundamentals of Interpersonal Communication, Storytelling Through Media, Introduction to Advertising

Pepperdine University

Immersed in Italian language, history, and marketing while traveling extensively throughout Europe

Florence, Italy

Summer 2024

EXPERIENCE

Pepperdine University Advancement Office

Stewardship Specialist

Malibu, CA

June 2025 - Present

- Created over 30 customized fundraising materials, including donor proposals, leadership letters, and stewardship reports, supporting major gift efforts and enhancing donor engagement across the University
- Managed 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
- Wrote 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

Pepperdine Consulting Association

Vice President of Strategic Initiatives

Malibu, CA

April 2024 - April 2025

- Conducted strategic and financial analyses to optimize operations, increasing member engagement by 200%
- Collaborated on 10+ projects per semester, providing actionable insights and resources for 50+ members
- Designed and distributed visually compelling presentations to enhance member engagement and event participation

Pepperdine University Student Government

Sophomore Class President

Malibu, CA

March 2024 - April 2025

- Spearheaded a campus-wide survey of 300 participants, reducing reported student loneliness by 46%
- Organize large-scale community events for 3,600+ students to enhance engagement and school spirit
- Chair weekly strategic discussions to address and advocate for student concerns, fostering inclusivity and innovation

Zaydsalahieh.com

Founder

West Covina, CA

May 2020 - Present

- Analyze market trends to inform strategic decisions, identifying key consumer behaviors through social media
- Compile and present detailed business performance reports, synthesizing quantitative and qualitative data
- Built and managed a customer base of 500+ through targeted marketing campaigns and relationship management

ACTIVITIES & HONORS

Pepperdine Ambassadors Council, *Student Ambassador*

March 2025 - Present

Dean's List, *Recipient*

Fall 2024

Professional Business Fraternity of Delta Sigma Pi, *Vice President of Alumni Relations*

August 2024 - Present

J. Leake Memorial Endowment Scholarship, *Recipient*

May 2024 - June 2024

Pepperdine Debate, *Member*

August 2023 - Present

SKILLS & INTERESTS

Skills: Digital Marketing, Strategic Planning, Google Workspace, Interpersonal Communication, Qualtrics, Mediation

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

Interests: Running, Graphic Design, Vinyl Records, Psychology, Cooking, Traveling, Baseball, Film Making, Fashion