

# Nadia Parveen Groome

npgroome8@gmail.com

703. 861. 2630

3410 Alexander Road NE Atlanta, GA 30326

## Education

Virginia Polytechnic Institute and State University, Blacksburg, Virginia  
Bachelor of Arts in English with concentration in Professional Writing - May 2015  
GPA: 3.9 - Graduated summa cum laude

## Work Experience

**College Media Solutions**, Blacksburg, Virginia — January 2015 to May 2015 — *Promotional Marketing Intern*

- Increased revenue and clientele for 112 participating local businesses by +30% after Collegiate Time's Best of Blacksburg annual readership survey results were published.
- Maximized profit and brand awareness by selling display advertising space with the Collegiate Times through distributing media kits and speaking with local business owners about participating in the campaign and contest.
- Created and disseminated promotional marketing content through website, social media posts, and promotional events, which led to 3,000 students engaging and voting for businesses on the survey.

**Boat America Corporation**, Alexandria, Virginia — June 2014 to September 2014 — *Membership Marketing Intern*

- Designed and edited online and print content, including emails, video scripts, brochures, flyers, and tradeshow materials, promoting over 25 member benefits in order to gain new members and retain existing 500,000 members.
- Managed and tracked Facebook, Pinterest, and Twitter campaigns via Shoutlet, optimized YouTube videos, and learned about Google Analytics and SEO and PPC strategy in order to target specific geographical boating areas and demographics with the intent of driving prospective customers to our online service sites.
- Expanded our brand to younger demographics through social media photo contests and direct mail campaigns with +15% increase in young adult member engagement.

**Virginia Tech Human Resources**, Blacksburg, Virginia — May 2013 to December 2013 — *Communications/Marketing Assistant*

- Interviewed 8 local charities in order to write articles for the Virginia Tech News website promoting the 2013 Commonwealth of Virginia Campaign, resulting in 1,558 Virginia Tech employees raising \$311,445 for charity.
- Composed the winning 2013 Virginia Governor's Award for Innovation award entry for employee Lawrence Sewell.

## Publishing Experience

Published Editor - *I Dream in Murder* by J.C. Kicia - August 16, 2015

- Edited 368 page murder mystery novel, enhancing my editing and revision skills and resulting in CreateSpace Independent Publishing Platform making book available on Amazon, Amazon Kindle, and CreateSpace e-store.

## Design Experience

**Collegiate Times**, Blacksburg, Virginia — August 2011 to January 2012 — *Designer*

- Utilized creative thinking skills to design visually pleasing and informative layouts and graphics for 37,400 readers.

## Study Abroad

**Presidential Global Scholars**, Riva San Vitale, Switzerland — January 2014 to May 2014

- Collaborated with a team of international students to develop a semester long research paper and presentation by examining folklore from Switzerland, Turkey, and the U.S. as moral agents that preserve and shape cultural heritage.

## Computer Skills

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Microsoft Office, Ensemble, Wordpress, WIX, Shoutlet, Github, Social Media, Experience with HTML, CSS, DITA, XML

## Honors and Affiliations

**Writing Center Tutor**, Blacksburg, Virginia — November 2013 to May 2015

**Virginia Tech University Honors**, Blacksburg, Virginia — August 2012 to May 2015

**English Undergraduate Research Conference**, *Poster Presenter*, Blacksburg, Virginia - March 20, 2015

**Outstanding Professional Writing Student of the Year Profile**, *A Feast of Words*, Blacksburg, Virginia – April 2015