

THURAYA AL-WAZZAN

STRATEGIST

804-922-6833

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I love working on projects that can make a difference through inclusive and creative thinking. I thrive while working in teams but also enjoy working alone on solo challenges.

EDUCATION

Virginia Commonwealth University

MASTER OF BUSINESS- *BRAND STRATEGY*
MAY 2021

Virginia Commonwealth University

BACHELORS DEGREE - *PUBLIC RELATIONS*
MINOR DEGREE IN *GENERAL BUSINESS*
GRADUATED DEC. 2019

SKILLS

• PROGRAMS

Brandwatch
Simmons
Mintel
Adobe Suite
Canva
Hootsuite
MailChimp Keynote
Microsoft Office Suite

• RESEARCH

Surveys, interviews, focus groups, man-on-the-street, segmentation, social listening, consumer journey, communications planning

• STRATEGY

Creative briefs, brand positioning, target personas, communications planning

ASK ME ABOUT

My family surviving two wars
Being the only girl of 5 children
Having a black belt in Tae Kwon Do

WORK BACKGROUND

Makeup Artist

SELF EMPLOYED, JAN. 2017-MARCH 2020

Makeup application for client's special events such as proms, weddings, birthdays. Social media marketing on Facebook and Instagram in order to gain and increase clientele. Gained entrepreneurial skills.

Communications & Marketing Assistant

VIRGINIA ASIAN CHAMBER OF COMMERCE, AUG 2016 TO DEC 2018

Assisted the Executive Director in the daily preparation and implementation of various marketing materials for the non-profit organization that oversees all business involving the Asian community in the Commonwealth.

Nanny/Tutor

AUG 2016 TO JAN 2017

Caring for two children ages six and twelve after school. Assisted with homework, cooked and cleaned.

Volunteer

CENTRAL VIRGINIA FOOD BANK, MARCH 2015 TO AUG 2016

Delivered meals to homebound seniors throughout the metro Richmond area, making 12 stops per day.

Sales Associate

RICHMOND DIAMOND GIFT SHOP, MARCH 2014 TO SEP 2014.

Improved engagement with merchandise at 112,000 square foot baseball stadium and provided customers and travelers with customer service.