

Safa Ali

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EDUCATION

University of Georgia

Bachelor of Arts, Communication Studies
Biology Minor, New Media Certificate
Dean's List 2021-2026

Athens, GA
May 2026
GPA: 3.77/4.00

RELEVANT COURSEWORK

Information Technology, Digital Media, New Media, Public Speaking, Interpersonal Communication, Empirical Research Methods, Statistics, New Media Design, UI/UX Design, Web Development, Business and Professional Communication

RELEVANT EXPERIENCE

University of Georgia

Marketing and Communications Assistant

Athens, GA
September 2025 – May 2026

- Assisting in the creation and execution of marketing campaigns promoting the Pride Center's events, resources, and initiatives.
- Creating video and graphic content to promote the Pride Center's events and resources, leading to 17,000 reels and post views.
- Collaborating on the production of marketing materials such as flyers, posters, newsletters, and digital content.
- Monitoring and analyzing the success of marketing campaigns and social media activity, making recommendations for future initiatives.
- Contributing to a 51% increase in reels and post views by recognizing and leveraging emerging trends.
- Approving, posting, and distributing promotion materials around campus.
- Performing office administration tasks and updating calendars.

K-Beauty Makeup LLC

Social Media Coordinator

Remote
January 2025 – September 2025

- Led weekly team meetings to align project goals, track progress, and drive collaboration, resulting in improved team efficiency and communication.
- Planned, launched, and created content for social media campaigns gaining a 30% increase in follower growth, 230% increase in average views, and 4,000% increase in EMV.
- Tracked daily trends and viral content on TikTok and Instagram, contributing to a 1280% increase in engagement by recognizing and leveraging emerging trends.
- Regularly updated website content to ensure accuracy, relevance, and alignment with brand standards.

ADDITIONAL EXPERIENCE

Rouge Magazine

Marketing, PR, and Events Coordinator

Athens, GA
January 2026 – May 2026

- Assisting in brainstorming and executing promotional ideas for the Rouge Magazine brand across campus.
- Developing marketing strategies aimed at increasing Rouge's reach for its target audience relative to magazine promotion and club membership recruitment.
- Organizing publicity events, campaigns, and presentations in the hopes of promoting and maintaining a positive image for the brand and message.
- Brainstorming and pitching ideas for guest speakers and other engaging events.
- Planning, executing, and promoting the magazine's release party at the end of the semester to promote the new issue.

K-Beauty Makeup LLC

Social Media Intern

Remote
September 2024 – December 2024

- Developed and scheduled daily content through a content calendar utilizing social media platforms to engage with potential customers and drive sales, demonstrating a strong understanding of visual media.
- Assisted in creating content for and executing a social media marketing campaign that increased engagement by 1783.33% across platforms.
- Created and scheduled content for Instagram, TikTok, Facebook, and Lemon8, growing followers by 200%.
- Increased TikTok engagement rate by 3366.67% over a week period.
- Achieved a 66.67% growth in social media followers through targeted engagement strategies and strategic content creation.
- Assisted in tracking and analyzing social media metrics across platforms related to sales.

INVOLVEMENT EXPERIENCE

Teach For America, Ignite Fellow

September 2025 – May 2026

- Developed strong communication and problem-solving skills while mentoring and building meaningful relationships with three students in reading comprehension.
- Customized and delivered lesson plans customized to students' learning goals in partnership with a school-based veteran educator.
- Accelerated student academic progress through live instruction and tutoring 5 times per week.

NEPREC, Primary Education Teacher

August 2022 – May 2026

- Assisting in designing and implementing engaging lesson plans and activities for 20 elementary schoolers.
- Facilitating effective communication with around 40 parents and staff, managing effective relationships.
- Assessing student performance and adjusting learning activities to accommodate progress.

UGA Refugee Outreach, Myanmar Refugee Project

September 2019 – January 2020

- Worked with UGA Refugee Outreach in a group setting to collect school supplies for the Karen and Karenni refugees.
- Collaborated with a team to plan and conduct a Christmas party for about 20 refugees.
- Planned educational and entertaining activities and programs.

PROJECT EXPERIENCE

Grow Back Augusta AR Application, New Media Capstone

January 2026 – May 2026

- Worked in a group of 5 to design and build a working augmented reality application that allows users to both learn about and visualize the benefits of reforestation post hurricane Helene damage.
- Created wireframes and high-fidelity prototypes using Figma.
- Conducted surveys and interviews to implement new features according to user needs.
- Presented final project at an end of year conference.

The Boba Shelf Brand Design, New Media Design

July 2025 – August 2025

- Worked in a group of 4 to design and build working prototypes for a library-café fusion mobile app and website.
- Created wireframes and high-fidelity prototypes using Figma.
- Researched cohesive color palettes and conducted market research.
- Collaborated in a group setting to plan different functions and uses of the app and website.

UX Design Classic City App, UI/UX Design

June 2025

- Worked in a group of 3 to design and build a working prototype for a travel app.
- Created wireframes and high-fidelity prototypes using Figma.
- Conducted research through prepared usability tests.
- Used data and feedback to reflect on possible future changes.

SKILLS

Programming language: HTML, CSS, JavaScript

Technical: Microsoft Office, Microsoft PowerPoint, Microsoft Excel, Canva, Data analysis

Software: Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Figma, Capcut, Premiere Pro

