

Sammer Ahmad

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Marketing & Communications | Digital Engagement | Program Support

PROFESSIONAL EXPERIENCE

Pragmatic Services LLC

Marketing & Content Support

Dec 2025 - Present

Hybrid

- Develop social media, advertising, and educational content strategies in collaboration with leadership.
- Conduct market research and gather digital assets to support campaign planning and execution.
- Produce end-to-end content, including video capture, editing, publishing, and performance tracking.
- Manage multiple concurrent projects, timelines, deliverables, and stakeholder communication.

Immigrant and Refugee Community Organization (IRCO)

Training Videos Project Intern

Jun 2026 - Present

Remote

- Coordinate training video planning for IRCO's organization-wide Program Management Standards with the Special Programs Team.
- Organize scripts, run-of-show documents, PowerPoint templates, tool workbooks, and staff feedback to maintain accuracy and continuity.
- Plan video takes and visual elements, including face-to-camera footage, screen visuals, backgrounds, sound, captions, and callouts.
- Develop Canva-based scripts and visuals for the Proposal Decision Matrix, Logic Model Template, and Award Summary Tool to support staff onboarding.

Oregon Public Broadcasting (OPB)

Social Media Moderator & Community Engagement Volunteer

Oct 2025 - Present

Remote/On-site

- Support on-site data entry, administrative documentation, online discussion moderation, and OPB/AAPB transcription for media accessibility.
- Respond to public inquiries, flag concerns, and route questions to appropriate staff while maintaining inclusive communication.
- Represented OPB through tabling at the Indigenous Media Conference and International Women's Sports Film Festival, engaging attendees and sharing OPB information.
- Supported public-facing engagement at OPB's State of Public Education in Oregon event, member appreciation calls, and event logistics.

Afghan Support Network (ASN)

Marketing & Communications Volunteer

Feb 2026 - Present

Remote

- Support editorial review and content organization for ASN's comprehensive impact report using prior reports, program materials, and image assets.
- Prepared website UX/UI recommendations to improve clarity, navigation, and user experience.
- Facilitated an online Canva training and support Mailchimp newsletter content organization and email updates.

Hillsboro Public Library

Community Engagement Support Volunteer

Oct 2025 - Present

On-site

- Support community programs and events with 100+ attendees and help create a welcoming environment for diverse families and children.
- Assist patrons with Collaboratory tools, including 3D printing, sewing, and Silhouette equipment.
- Filmed and produced a short documentary highlighting community impact and public services.

InstaService

Digital Marketing Intern

Jan 2025 - Apr 2025

Remote

- Executed multi-channel digital campaigns and managed weekly social media content calendars.
- Conducted SEO competitor analysis and supported backlink strategy development.
- Tracked campaign performance using Microsoft Clarity and Facebook Ads analytics.

EDUCATION

MS in Digital Marketing Communication | West Virginia University | GPA: 4.0 / 4.0

May 2025

CERTIFICATIONS

Google Analytics | HubSpot Inbound | Hootsuite

CORE SKILLS

Digital Marketing & Social Media | Content Creation | Video Editing & Production | Training Development | Script Continuity | Project Coordination | Community Engagement | Event Support | Canva | Mailchimp | Microsoft Outlook