

# Safa Ahmed

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## Summary

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University student pursuing BA in Journalism and Global Studies. Trained freelance copywriter with four years of experience, specializing in creating keyword-optimized Amazon product listings. Experience in working extensively with both for-profit and nonprofit enterprises as a marketer.

## Skills

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- Amazon listing writing and keyword optimization
- Webpage sales copy
- Email marketing
- Journalistic writing
- Creative writing
- Sales letter writing
- Fast learner
- Creative thinker
- Ability to work well in a group
- Artistic abilities

## Experience

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### Freelance Writer

August 2014 to Current

Specialized in creating keyword-optimized Amazon product listings.

Created website content, landing pages, and email follow-up sequences, using marketing techniques to ensure higher conversion rates.

Created listings for several bestselling products on Amazon in a variety of niches, including skin care, electronics, and Kindle books.

Created personal brand, SparkedWriting, and marketed services to private Facebook groups and Amazon training groups. Wrote hundreds of pieces of sales copy for clients worldwide.

### Youth Coordinator

October 2017 to Current

**Islamic Center of Morrisville** — Morrisville, North Carolina

Involves coordinating weekly and biweekly youth programs for a variety of age groups. Current projects include using strategic marketing to increase program attendance, as well as creating unique new youth programs.

### Marketing Intern

September 2014 to May 2015

**Wholesome Solutions LLC** — Morrisville, NC

Interned with online Amazon startup in the Marketing Department. Produced marketing content for the skin care niche, including email follow-ups, product listings, and product label content.

## Education and Training

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**Bachelor of Arts : Journalism and Global Studies, 2020**

**University of North Carolina at Chapel Hill** — Chapel Hill, North Carolina, USA

3.76 GPA

Graduated from Bayyinah Institute (2015-2016) with the ability to read, write, and speak classical Arabic, as well as translate classical Arabic poetry and other manuscripts.

## Activities and Honors

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Board member of the UNC-Chapel Hill Muslim Student Association. Coordinated both weekly small-scale events, as well as larger events, attracting up to 250 attendees.