

# SAFA ARSHADULLAH

## EDUCATION

### **The London School of Economics, MSc Strategic Communications (incoming candidate)**

September 2021 - September 2022

### **Scripps College, B.A. Organizational Studies**

August 2016 - December 2019

**Major** Organizational Studies, concentration in Media + Communications

**Minor** English

**Senior Thesis** *Awareness, Empathy, and Intention: Creating Constructive and Responsive Structures of Diversity, Equity, and Inclusion*

## AWARDS + RECOGNITION

### **COHORT:ONE Fellow**

selected from 200+ applicants to build brand strategy skills + cultivate equity and inclusion in the ad industry

### **4A's MAIP 2019 Fellow**

### **Dean's List 2018-19**

### **Deloitte STAR Mentee 2017-18**

## SKILLS + TOOLS

- MRI Simmons
- Adobe Creative Suite
  - InDesign, Photoshop, Illustrator
- Social Media + Analytics
  - Hootsuite / Google / Facebook / Instagram / Twitter / Wordpress
- Microsoft Office Suite

### *Languages*

- Chinese
- Urdu/Hindi

## CONTACT

sarshadullah16@gmail.com

safarsh.com

## EXPERIENCE

### **Research Intern // Wunderman Thompson Intelligence**

March 2021 - Present // Kuala Lumpur, Malaysia

- Researching & synthesizing consumer behaviors, innovations, and trends for client needs
- Writing articles exploring trends across retail, design, tech, lifestyle, & culture in the Asia Pacific Region
- Interviewing industry experts and making press inquiries

### **Marketing Associate // EDUK8U Grad School Asia**

August 2020 - December 2020 // Kuala Lumpur, Malaysia

- Led brand design and brand, social media, & content strategy
- Developed schedules, trackers, and structure for all marketing campaigns
- Created and managed all digital marketing strategy and materials, inc. brochures, social media ads, video content, and website.

### **Brand Strategy Intern // Giant Spoon**

June 2019 - August 2019 // New York City, NY

- Distilled consumer insights + developed competitive analyses through intelligence platforms (Simmons, Stylus)
- Creatively contributed to persona-building + brand development + marketing
- Developed internal/external goals + assessment tools in collaboration with diversity + inclusion council
- *Account: YETI*

### **Media + PR Intern // Strategic Public Relations Group Malaysia**

May 2018 - July 2018 // Kuala Lumpur, Malaysia

- Created social media marketing content for clients, including articles and graphics
- Compiled research and wrote articles for various accounts (international retail companies, NGOs, etc.)
- Collaborated with account executives, marketing associates and creatives to enhance copywriting, pitch development and strategy