

Iman Balagam

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EXPERIENCE

Sunday Riley Modern Skincare | Houston, TX

Writer | February 2019–September 2020

- Pitched, researched, and wrote 3 feature stories, essays, and celebrity profiles on the topics of beauty, health, and wellness a week for Sunday Riley's lifestyle site
- Created and organized all the written content for branded email campaigns including slogans, headlines, and body content
- Developed, analyzed, and maintained all Amazon Associates and Shop Style affiliate marketing campaigns
- Worked with a contracted SEO agency to track content's success, find gaps and opportunities, and determine best practices per algorithmic changes and brand goals. Helped implement a content strategy that saw site traffic increase 100% during an eight-month term and saw overall organic ranking keywords increase by 22.72%

Subscription Box Sourcing & Partnerships Assistant | June 2018–February 2019

- Curated products, developed strong partnerships, and secured brand participation in quarterly Sunday Shares subscription box program and relevant brand marketing programs
- Analyzed and reported on Sunday Riley brand partnerships for collaborative marketing programs and subscription box sampling. Utilized data to make recommendations to deliver win-wins for both Sunday Riley and partnering brands
- Worked closely with CEO and internal teams to align on brand, e-commerce, and marketing strategies
- Liaised with the Production and Operation teams to build timelines for new product launches and to prioritize and ensure all key deadlines and milestones are tracked
- Created and managed editorial calendars, promotions/giveaways, social media, email copy, and sponsored posts

Marketing Intern | January 2018–May 2018

- Responsible for all things social media including maintaining Sprout Social platform, client out-reach, and interacting with posts, comments, and direct messages
- Owned send-outs for all departments including PR, Client Care, and Marketing
- Tracked inventory purchases, samples, testers, and gratis via Finale Inventory

Houston Shopping Tours | *Brand Marketing Intern* | Houston, TX | May 2017–August 2017

- Scouted and presented weekly reports on industry research and trends
- Attended beauty events and trade shows to promote the brand
- Helped organize and star in a promotional commercial

Nefer Games | *Social Media Marketing Intern* | Houston, TX | March 2017–May 2017

- Responsible for posting on Facebook, Twitter, and Instagram
 - Handled and resolved customer queries and issues
 - Photographed game tiles and lifestyle photos for the [Kickstarter launch page](#)
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PROJECTS

Wolffest Charity Food Festival | *Marketing Lead* | Houston, TX | May 2017–April 2018

- Helped lead a team of 45 students to produce over \$45,000 in funds from bootstrap fundraising strategies: optimized a fundraising website using SEO and PPC strategies, email marketing, social media campaigns, designed all marketing material, and pitched at business owner networking events

Labyrinth | *Marketing Lead* | Houston, TX | April 2017–April 2018

- Helped form a retail analytics software startup that identified high and low traffic zones in retail stores. Our proprietary software allowed you to forecast how people moved through a space without cameras or sensors
- Identified key channels, suppliers, target market, revenue streams, customer segments, value proposition, and cost structure
- Successfully developed a lean startup canvas, pitched to investors, and competed in business plan competitions

Etsy Store Owner | Houston, TX | May 2016–May 2019

- Feeling Clingy sold custom cell phone wallets, jewelry, and enamel pins. Running an e-commerce shop gave me experience in logistics, shipping, customer service, public relations, handling returns, and branding
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EDUCATION

University of Houston C. T. Bauer College of Business | *B.B.A. Entrepreneurship and Marketing* | May 2018

SKILLS

- Bilingual Proficiency: English and Urdu
- Working knowledge of Microsoft Office, Mac, Adobe Photoshop, Dash Hudson, Sprout, Basecamp, TrendKite, HYPR, Finale, WordPress, Shopstyle, Monday, Substack, Pinterest, Tik Tok, Instagram, Facebook, Twitter
- Event Planning and Organization, Creative Problem Solver, Project Management, Collaborative, Diversity & Inclusivity Awareness, Business Management and Leadership, Highly Adaptable