

Reem Elrayah

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EDUCATION

Southern New Hampshire University

Bachelor of Science in Marketing with a minor in Graphic Design

- GPA: 3.74 | President's List

Manchester, NH

Expected May 2027

SKILLS

Web & Graphic Design: HTML & CSS, Adobe Illustrator, Photoshop, InDesign, Canva, Procreate

Social Media & Marketing: Instagram, TikTok, Facebook, X, LinkedIn

Computer: Microsoft Office; Excel, PowerPoint, Word, and Google Workspace; Docs, Slides, Sheets

RELATED EXPERIENCE

Marketing Administrative Assistant, Southern New Hampshire University – Manchester, NH August 2025 – Present

- Support internal communications by preparing updates, scheduling meetings, and coordinating event logistics.
- Manage marketing inventory and assist with campaign planning to ensure projects run smoothly.
- Maintain budget tracking sheets and provide administrative support for marketing initiatives.

Marketing and Communications Intern, Franco-American Centre – Manchester, NH May 2025 – Present

- Manage and create LinkedIn content to increase visibility, audience engagement, and community involvement.
- Design and schedule promotional posts highlighting events, cultural facts, and community initiatives using consistent branding and tone.

Business Manager and Graphic Designer, SNHU Penmen Press – Manchester, NH August 2023 – Present

- Manage the club's budget by tracking expenses, ensuring proper budgeting of funds, and preparing requests for additional resources when needed.
- Design flyers and promotional materials to increase engagement in Penmen Press events and sponsored activities.
- Develop layout designs for the print edition of the Penmen Press newspaper to enhance readability and visual appeal.

Athletics Communication Assistant, SNHU Athletics – Manchester, NH January 2024 – June 2024

- Created social media content to maintain brand uniformity and improve audience engagement and attendance.
 - Developed marketing materials for games and social media to increase attendance and fan interaction.
 - Edited photos and videos to enhance post quality and boost social media engagement for digital platforms.
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PROJECT EXPERIENCE

Marketing Research Consultant, Double Midnight Comics January 2026 – April 2026

- Conducted qualitative and quantitative research, including interviews and surveys, to understand customer engagement.
- Analyzed data to identify trends, insights, and key drivers of consumer behavior.
- Translated research findings into marketing recommendations to enhance in-store experience and customer retention.

Marketing Team Lead, Ethics in Action September 2024 – December 2024

- Led marketing campaigns and messaging to increase brand awareness and event participation.
 - Created promotional materials and communicated with schools to drive engagement.
 - Collaborated with the team to develop and execute outreach strategies.
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ADDITIONAL EXPERIENCE

Merchandise Employee, TJ Maxx, TJX Companies – Manchester, NH June 2022 – Present

- Assist customers with product questions and purchases to ensure a positive shopping experience and customer satisfaction.
- Promote the TJX Rewards Credit Card to increase sales and build customer loyalty.
- Manage multiple store areas and train new employees to support efficient operations and customer service.