

EXPERIENCE

American Chemical Society

Marketing Manager

February 2018 - January 2020

Serve as the integrated Marketing Manager for the ACS Education Division and subsidiary organization, the American Association of Chemistry Teachers (AACT). Develop and implement marketing strategies for Undergraduate, and Early Career programs. Strategize and execute lead generation and retention campaigns for AACT, promote over 20 professional development opportunities and more than 700 K-12 teaching resources. Work with digital publications editor of *Chemistry Solutions* to increase submissions and readership. Oversee digital presence (web and social media). Manage the organization's print and digital collateral (newsletters, brochures, conference program, advertisements, etc.)

American Society for Parenteral and Enteral Nutrition

Director of Membership and Marketing

June 2016 - June 2017

Membership and Marketing Manager

June 2014 - June 2016

Developed and implemented segmented membership marketing campaigns to grow memberships domestically and internationally. Developed and supported comprehensive component relations program, including Chapters and Specialty Interest Sections. Worked with the Publications team to implement marketing efforts to increase journal readership and impact factors as well as identify opportunities to increase book sales in the online store. Developed and executed strategic marketing plans to promote professional development webinar series targeting various member disciplines. Oversaw the organization's digital presence (website and social media). Analyzed email, social media and website data to make informed decisions. Managed the organization's print and digital collateral (newsletters, brochures, conference program, advertisements, etc.) Develop detailed marketing plan to promote the annual conference, collaborated with colleagues to create conference materials, and developed conference app. Serve as liaison to the Board of Directors and Membership Committee and provide project status and quarterly reports.

AARP

Media Analyst (Contractor)

November 2013 - June 2014

Provided senior staff with high level reporting on media trends and coverage of various campaigns such as the Drive to End Hunger, Life Reimagined, and Takei's Take. Tracked media coverage and monitored relevant issues throughout the day. Provided critical analysis of media coverage in print, broadcast, and online outlets. Supported staff with pitching media outlets, screen calls, answer questions from the press and perform other administrative duties and projects as assigned.

Fatema Gharzai

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SKILLS

Strategic Marketing, Social Media Management, Brand Management, Lead Generation, Informz, Real Magnet, Constant Contact, Higher Logic, NetForum, Omniture, Google Analytics, HTML, Ruby on Rails, WordPress, Photography, Content Creation, Project Management

EDUCATION

State University of New York

Bachelors of Art -

Communications - 2014

AWARDS

2019 Catalyst Award

American Chemical Society
In recognition of the "returning Membership to Growth" project.

Griffin and Company, Inc.
Project and Operations Manager

July 2012 - November 2013

Managed the day to day operations of the firm to ensure that the office was stocked with supplies and team members had all the resources they needed. Managed the creative services specialist and various vendors. Served as point of contact between Account Managers and Account Coordinators. Proof and distributed client press releases. Managed the firm's social media presence. Tracked media coverage for various clients and compiled clips for quarterly clip analysis.

Society for Nuclear Medicine
Subscriptions and Fulfillment Manager

May 2011 - July 2012

Collaborated with team members to develop membership renewal and recruitment efforts. Processed renewals and order payments to ensure members gained access to benefits in a timely manner. Assisted members with inquiries regarding their membership. Collaborated with marketing department on creating product and annual meeting promotions. Managed the organization's three scientific journals through Highwire.

American Society for Horticultural Science
Membership and Marketing Coordinator

June 2008 - May 2011

Developed membership renewal and recruitment efforts. Managed social media accounts. Collaborated with team members and designers to develop membership and conference marketing collateral. Created marketing efforts to promote the annual and mid-winter meetings. Provided customer service support to members and customers.