

# GHAZALEH OLIAEI

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## EDUCATION

**California State University, Northridge**

Expected Graduation: May 2026

*Bachelor of Science in Marketing*

Relevant Coursework: Market Research, Consumer Behavior, Principles of Marketing, Digital Marketing

## EXPERIENCE

**Strategic Communication and Brand Management, CSUN**

November 2024 - Present

*Marketing Assistant*

- Assisted with digital creative in collaboration with Design and Photography Team based on social trends and contributed to a 20% increase in student engagement on CSUN social media platforms
- Helped with scheduling assignments on Monday.com to ensure campaigns are executed on time
- Built decks based on market research and presented to the Web team to develop marketing strategies for CSUN Website

**David Nazarian College of Business and Economics**

June 2024 - Present

*Research Assistant*

- Designed and analyzed a survey using RStudio and collected over 50 student responses to examine the impact of culture and gender on leadership
- Delivered insights contributed to recommendations for enhancing inclusive leadership development in business education

**Mathematics Department, CSUN**

July 2024 - October 2024

*Teacher Assistant*

- Guided first-year students in adapting to college academics by providing structured peer mentoring and study strategies
- Tutored 20+ first-year business students in college-level math and improved comprehension and exam performance

## LEADERSHIP

**Entrepreneurs Club**

January 2025 - Present

*Outreach Coordinator*

- Organized and assisted with 5+ networking events set-up and reached over 100 students and alumni
- Led guest speaker sessions with entrepreneurs and influencers and provided on-site event support to enhance student learning and career exploration for 20+ attendees
- Leveraged Mailchimp to manage email marketing with a 35% average open rate and 15% click-through rate and increased event attendance by 40%

## ACADEMIC PROJECTS

**Digital Marketing Strategies for Small Businesses**

*MKT 346 | Spring 2025*

- Constructed a survey through SPSS to identify marketing solutions for 30+ small business owners
- Interpreted cross-tabulations, t-tests and ANOVA results to uncover insights on platform usage, staffing and budget constraints
- Developed and presented marketing campaign through platform-specific engagement based on digital trends especially on Instagram and Facebook

**Status Signaling in Consumer Behavior**

*MKT 348 | Spring 2025*

- Conducted a primary survey with 53 respondents to examine how consumers use brands and purchases to convey social status
- Analyzed relationships between social class, luxury consumption and psychological drivers such as envy and self-image

## CERTIFICATIONS

- Google Digital Marketing and E-commerce certificate - Coursera
- Google Analytics 4 (GA4) - LinkedIn Learning

## SKILLS

- Marketing Tools: Google Analytics, Mailchimp, Canva, CapCut, RStudio, SPSS
- Productivity/Project Tools: Monday.com, Microsoft Office (PowerPoint, Excel, Word, Outlook), Google Docs
- Knowledgeable in Social media platforms (Instagram, TikTok, Twitter, YouTube, Facebook)