

GHAZALEH OLIAEI

(838) 895-2028

ghazaleholiaie03@gmail.com

www.linkedin.com/in/ghazaleh-oliaei-66599a350

EDUCATION

California State University, Northridge

Expected Graduation: May 2026

Bachelor of Science in Marketing

Relevant Coursework: Market Research, Consumer Behavior, Pricing Strategy, Digital Marketing, Social Media 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 media trends
- Performed data analysis using Excel based on previous campaigns and reported the performance measurements to the Strategic Communication Teams to ensure the progress for next campaigns
- Worked on multiple media flight schedules in partnership with vendors and handled contract implementations
- Built decks based on market research and presented to the Web team to develop marketing strategies for CSUN Website aligned with schools' priorities

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

American Marketing Association

August 2025 - Present

Chief of Staff

- Coordinated cross-functional communication between executive board members to ensure smooth operations and alignment across all AMA initiatives and events
- Cooperated with the President in managing strategic priorities, project deadlines and facilitating execution of chapter goals

CSUN Entrepreneurs Club

January 2025 - Present

Outreach Coordinator

- Led guest speaker sessions with entrepreneurs and provided on-site event support to enhance student learning and career exploration for 20+ attendees
- Assisted with content creation for social media platforms and boosted engagement by 30%

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

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

SKILLS

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