

Sammer Ahmad

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Marketing & Communications | Digital Campaign Support | Nonprofit Engagement

PROFESSIONAL EXPERIENCE

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| Afghan Support Network (ASN) | Feb 2026 – Present |
| <i>Marketing & Communications Volunteer</i> | <i>Remote</i> |
| <ul style="list-style-type: none">• Support nonprofit communications through social media content, newsletter-related tasks, website review, and community-focused outreach materials.• Create and organize audience-focused content to improve program visibility, community engagement, and digital communication.• Assist with editorial review and content organization for ASN's comprehensive impact report, including prior reports, program materials, images, and messaging structure.• Prepared UX/UI website improvement recommendations to improve content clarity, navigation, audience flow, and user experience.• Facilitated an online Canva training session for community members on flyers, graphics, and clear visual communication. | |
| Pragmatic Services LLC | Dec 2025 - Present |
| <i>Marketing & Content Support</i> | <i>Hybrid</i> |
| <ul style="list-style-type: none">• Support digital marketing execution through content planning, video production, social media publishing, and performance tracking.• Coordinate content tasks, timelines, digital assets, and stakeholder communication to keep projects organized and on schedule.• Create and edit photo/video content for social media, website use, and service-based marketing communication.• Conduct market and audience research to support campaign planning, messaging, and local outreach.• Track content performance and identify small improvements to strengthen digital visibility and engagement. | |
| Oregon Public Broadcasting (OPB) | Oct 2025 – Present |
| <i>Social Media Moderator Volunteer</i> | <i>Remote/On-site</i> |
| <ul style="list-style-type: none">• Support public-facing digital engagement through social media moderation, audience inquiries, member appreciation calls, and event support.• Moderate high-volume public discussions while maintaining respectful, accurate, inclusive, and organization-aligned communication.• Respond to public inquiries, flag concerns, and route questions to appropriate staff with professionalism and attention to detail.• Represented OPB at community events, engaging attendees, sharing information, answering questions, and supporting public outreach.• Supported on-site data entry and administrative tasks to maintain accurate records and organized documentation. | |
| Hillsboro Public Library | Oct 2025 – Present |
| <i>Community Engagement Support Volunteer</i> | <i>On-Site</i> |
| <ul style="list-style-type: none">• Support community programs and public events with 100+ attendees through welcoming service, event support, and community engagement.• Help create an inclusive environment for diverse families, children, and community members.• Assist patrons with Collaboratory tools, including 3D printing, sewing, and Silhouette equipment.• Produced a short documentary-style video highlighting community impact and public services. | |

EDUCATION

MS in Digital Marketing Communication West Virginia University	May 2025
GPA: 4.0 / 4.0	

CERTIFICATIONS

Google Analytics | HubSpot Inbound | Hootsuite

CORE SKILLS

Digital Marketing & Social Media | Content Creation | Event Support | Community & Project Coordination