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# Nirma Rizvic

• (929) 270-5323 • nrizvic@gmail.com •

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## ***Copy - Content Producer & Marketing Strategist, Self-Employed • 08.2018 - present • Brooklyn, NY***

- Social theory and impact writer and Digital Marketing Strategy specialist
- Producing with fluency in layout, UX, and visual communication design of brand storytelling; print & digital
- Writing, developing, editing, and publishing content and copy for a variety of digital platforms, including websites, blogs, email marketing campaigns, advertising campaigns, social media posts, infographics, branding, white papers, and creative direction in photoshoot production

## ***Marketing Associate, Altrum Group • 10.2021 - 10.2022 • New York, NY***

- Producing branded creative content, managing brand narrative in addition to writing website copy and blogs
- Operating a Business Process management system with new workflow creations for revenue margin goals
- Drafting creative specs and leading production of 3 creative photoshoots; experiential, product, and factory
- Developing result-driven strategic social media strategy while leading external teams and content calendars
- Managing and creating lead-generation activities such as multi-channel campaigns, events, and partnerships
- Operating marketing technologies in content creation and metric reporting; HubSpot, WordPress and PMP, in addition to supporting website development with copy, creative, and UX design with an external web agency

## ***Program Volunteer, Brooklyn Community Services • 07.2021 - 10.2021 • Brooklyn, NY***

- Program specialist leading marketing, volunteer recruitment and logistics planning of Unilever sponsor event

## ***Project Management Coordinator, Purpose Campaigns • 02.2020 - 02.2021 • New York, NY***

- Managing and delivering weekly leadership plans using Gantt charts of strategy asset items for execution, project scoping, and leadership strengthening through digital marketing of multi-partner organizations
- Preparing business development proposals for project outlines to initiate project start-up and tier sales
- Leading project communications and development for strategic cross-functional creative marketing campaigns for; a \$2M *UN COVID-19 Response* and *Racial Justice Story Studio* in partnership with local NGOs
- Workflow creation and management of various project teams - leading strategy and communications
- Organizing and managing campaign-specific project logistics and ensuring development for the coordination of teams and delivery of assets and deliverables by the way of; hands-on support to asset deliverables, presentation preparation, and stream-lining communication outreach to internal and external stakeholders
- Tracking and overseeing projects via work-stream management, timeline mapping, and calendar scheduling

## ***Executive Management & Financial Analyst, Bloomberg LP • 05.2016 - 05.2018 • New York, NY***

- Lead Financial Planner and Analyst of a multi-billion dollar corp, managing budget and finance tracking while exercising strong organizational competence using the fundamental principles of policy and compliance
- Liaison between collaborative agency teams while serving multiple departments in a fast-paced and dynamic environment - drafting and producing detailed qualitative and quantitative global financial reports
- Interpersonal leader delivering on ad-hoc request basis assignments while mastering prioritization, delegation, and time management - the go-to for all financial tracking and reporting and client communications
- Owning the research, analytics, and reporting of business development and monitoring client details to chief of staff, (including M. Bloomberg), reporting 2-3 monthly/weekly internal and external firm's financial metrics

## ***Program Manager/ Right-Hand to CEO, Benedict Silverman Foundation • 08.2015 - 04.2016 • Washington, CT***

- Enhanced coordination twofold by cutting delivery of Foundation sponsored program called Reading Rescue
- Maintaining and analyzing financial statements and account documents, conducting research on inner city education system, collaborating with President by forecasting and drafting budget reports for grant proposals
- Collaborating with lead graphic designer on meeting program branding and marketing strategy goals
- Conducting interviews and hiring additional staff for larger projects, training and coaching new hires

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## **EDUCATION**

**University of Massachusetts Amherst, Amherst, MA**

**September 2010 - May 2014**

**Bachelor of Science: Social Thought and Political Economy**

**Focus:** Interdisciplinary major analyzing interrelationship of social, governmental, economic & institutional systems

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## **ADDITIONAL**

**Language Skills:** Bosnian-Serbo-Croatian, English, German, *partial:* French

**Proficiencies:** Microsoft Office Suite, Google Suite, Adobe, CRM, research and database tech, and new systems