

# AMIRA SAHBA

SOCIAL MEDIA ANALYST

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## PROFILE SUMMARY

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I am a graduate student at Bellevue University pursuing my MS in Business Analytics. I am currently working part-time at Walt Disney World. After graduating, I plan to work as a social media analyst in the field of travel and hospitality, where I can apply my expertise and further my knowledge.

## WORK EXPERIENCE

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### **MERCHANDISE RELIEF COORDINATOR/TRAINER - The Walt Disney Company - Feb 2023 – Present**

The Walt Disney Company has been making magic since 1923, creating unforgettable stories that connect with audiences around the world.

- Welcoming and engaging guests by delivering themed narrations and providing pertinent information.
- Providing an interactive guest experience through the utilization of suggestive sales techniques and product demonstrations in a positive and outgoing manner.
- Daily tasks include working a register, maintaining crowd control, stocking products, entertaining and hosting guests, and ensuring show quality.
- Proven problem-solving skills in various situations with cast members and guests.

### **QUICK SERVICE FOOD AND BEVERAGE – The Walt Disney Company - July 2022 – Feb 2023**

The Walt Disney Company has been making magic since 1923, creating unforgettable stories that connect with audiences around the world.

- Collaborating with a fast-paced, multi-functional team to prepare, assemble, and deliver a high-quality food experience for our Guests.
- Rotating responsibilities throughout the day to meet the demands of the Guests by handling cash, serving food, bussing tables, emptying trash, and cleaning.
- Maintaining a clean and safe environment and ensuring guests were happy and cared for at all times.
- Addressing complaints and comments by providing guests with solutions and guiding them to other sources as needed.

### **MARKETING LEAD - SCADPro Sponsored Course - March 2022 – June 2022**

SCADpro is a collaborative design studio that connects art and design professionals with business leaders to find creative and inventive solutions to real-world challenges

- Helped build an esports gaming community by addressing issues faced by gamers with the help of "Zona" - a safe, inclusive, fun, and personalized gaming platform
- Created a marketing strategy for Zona using the Reach, Act, Engage, and Convert method to best reach our target market that was discovered through extensively researching market industries and analyzing complex data
- Developed a new brand concept, from ideation to implementation, and presented to external clients in the form of high-fidelity mockups
- Worked closely with external clients and faculty to navigate through complex, rapidly changing scenarios while simultaneously adhering to strict deadlines

## EDUCATION

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### **BELLEVUE UNIVERSITY - Online – Expected Graduation: March 2025**

Master of Science in Business Analytics

### **SAVANNAH COLLEGE OF ART & DESIGN (SCAD) - Savannah, GA - Graduated**

Bachelor of Fine Arts in Social Strategy and Management and Minor in Advertising Art Direction

## SKILLS

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### **Analytical Skills**

Data-Driven Storytelling, Analyze Content Performance, Optimize Audience Reach, Engagement of Audiences, Develop Engaging Content, Set Strategic Goals

### **Software Skills**

SQL, SAS, Snowflake, Adobe (Photoshop, Lightroom), MS Office (Excel, Word, Outlook, PowerPoint)