



Reem Ikram

Digital Content Producer

Proven talent for aligning industry strategy and objectives with established and emerging creative writing and journalism paradigms to achieve maximum impact with minimum resource expenditure. A nationally recognized writer and a detail-focused thought leader with a marked interest in entertainment opportunities, and possessing expertise spanning journalism, marketing, Indigenous land stewardship, conservation, environmental studies, copy editing, podcast production, social media management, and numerous facets of video and photography excellence. Exceptionally dedicated candidate with keen interpersonal, communication, and organizational skills for the modern multimedia landscape.

How to reach me:

LinkedIn: @ReemIkram
(385) 307 - 7049
reemikram25@gmail.com
www.roundtripreem.com

Professional Skills

Microsoft Office Suite
Zoom
Adobe Cloud
Final Cut Pro
Multi-lingual
Indigenous Land Policy
Grant writing
Camera proficiencies
Podcast production
Social Media
SEO & Google analytics

Travel Abroad

Taught English in China for 6 months
Volunteer work in England for 4 months
Taught English in Pakistan for 1.5 years
Volunteer work in South America for 1 year

Education

University of Utah
*Bachelor of Arts in Broadcast
Journalism, film and strategic
communications*

- Attended from Aug. 2016 to May 2020
- Dean's List
- GPA of 3.750

Experience

Digital Content Producer
ABC NEWS - NEXSTAR
Nov. 2019 to July 2021

- Nationally recognized for various pieces, garnering attention from Forbes and Nexstar Network (Netting over 1M page views and increasing digital engagement by 150%)
- Analyze social trends 10 hours/day and maintained QC for several creators, providing feedback that allowed social media feeds to grow by 100M users.
- Report breaking news stories; monitor analytic tools, RSS feeds, social media, alerts, all regional media for interesting and/or trending stories.
- Write daily "flip" stories (avg. 12 stories+/day) that are packaged in a way to grow pages per session and time on page while utilizing SEO best practices to grow website search traffic.
- Generate meaningful audience engagement on social media.
- Proofread, package, and promote broadcast reporter stories.

Communications Director
UTAH DINE BIKEYAH
July, 2021 to October 2023

- Manage \$200,000+ Communications Program Budget.
- Revise and implement annual communications plan regarding Indigenous Land management.
- Track social media statistics and create a monthly report.
- Engage and mobilize tens of thousands of members monthly via newsletters and campaigning.
- Create content for Social Media channels- Facebook, Twitter, Instagram, YouTube, and emerging platforms.
- Engage Native American Artists as graphic designers, content developers, and messaging advisors.
- Brand management and merchandising.
- Indigenous Coalition building across digital platforms to elevate other Native Americans and Non-profits.
- Organize Cultural Sensitivity Training Workshops for media, partner orgs, and academia.

Social Media Director
PAPARAZZI ACCESSORIES
Feb. 2024 to Present

- Plan, design, implement, and monitor social media marketing campaigns.
- Create, curate, and manage social media content, including text, audio, visual and multimedia formats.
- Engage users with prompt responses, organize competitions, ask questions, and cultivate relationships.
- Monitor social media trends, including design, application, strategy, and innovation developments to stay relevant and effective.
- Create comprehensive marketing plans to boost brand image, increase customer engagement and improve conversions.
- Design, implement and manage social ad campaigns integrated into the company's strategic marketing plans.
- Hire and supervise talented creatives, including Freelance Writers and Graphic Designers, and coordinate their activities to achieve social media campaign objectives.
- Track social media campaigns' key performance metrics to maximize results and report progress to management.