Saif Sayed
Astoria NY, 11103
(315)-350-6101 | saifsayed284@yahoo.com | LinkedIn

EDUCATION:

Baruch College, City University of New York — Expected Graduation: Dec 2027
M.S. Marketing Analytics | GPA: **4.00/4.00**

Binghamton University, State University of New York — Graduation: Dec 2025
B.S. Financial Economics | GPA: **3.58/4.00**

Relevant Courses: Data-Driven Marketing Management, Consumer Behavior, Intro to Econometrics, Intro to Computing (Python), Graphic Design II, Industrial Organization

MARKETING EXPERIENCE:

Nas Learning Center — Fayetteville, NY
Social Media Manager — 2020 - Present

- Increased membership growth from 10 to 17 members (+70%), generating an additional $2,415 in MRR.
- Repurposed long-form videos into short-form content for Instagram Reels, TikTok, and YouTube Shorts, optimizing captions, headlines, transitions and animations for audience engagement.

Cicero Family Dental Care — Cicero, NY
Marketing Coordinator — May 2024 - August 2024*;* Sept. 2026 - Present

- Implemented a Google Review acquisition strategy, achieving a rating increase from 3.4 to 4.4.
- Assisted with a professional dental marketing campaign, including website design, photography, and targeted scripts for video content.
- Supported patients through efficient Weave scheduling communications and front-desk operations.

ACTIVITIES:

Binghamton Arab Cultural Student Association, *President & Public Relations* — 2024-2025

- Led the executive board in developing organizational strategy and overseeing student-led events.
- Implemented club vision for growth including collaborations, community events, and promotional targeting, achieving a $1000 student association allocation and an official charter.
- Increased the club's Instagram following by *167%* (1000+ followers) through targeted content strategy, brand engagement, and effective communication with other cultural organizations.

Binghamton School of Management Content Creation Committee, *Creative Associate* — 2023-2024

- Create and upload content for Binghamton's School of Management Instagram page.

ADDITIONAL:

Languages: English, Arabic

Awards: Dean's List 2023-2025

Certifications: Excel-Beginner to Advanced (Udemy); Local Marketing 2026: Google My Business, SEO (Udemy), Ultimate Google Ads 2026 (Udemy)

Technical Skills: Google Ads, Meta Ads, Canva Pro, Microsoft Office, Excel, CapCut, Adobe Pro, Python, R, introductory econometric analysis, copywriting, AI-assisted content creation

Soft Skills: communication, leadership, presentational/public speaking proficiency, creativity, teamwork