

Deemah Alsharif

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EDUCATION

Parsons School of Design New York, NY · 2022 – 2026
Bachelor of Business Administration, Strategic Design and Management

CERTIFICATIONS

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- **LVMH** — Luxury industry, Creation & Branding, Operations, and Supply Chain practices
 - **Claude 101** — Anthropic — Certificate of Completion
 - **AI Fluency: Framework & Foundations** — Anthropic — Certificate of Completion

EXPERIENCE

Project Manager | Hello Robo, New York, NY Mar 2026 – May 2026

- Managed day-to-day internal operations and served as primary point of contact for client communications.
- Led weekly company-wide meetings to keep teams aligned on priorities, deadlines, and cross-functional deliverables.
- Ensured seamless coordination across departments, maintaining clarity on project status and action items.

Freelance Brand Consultant | Leah Morgenstern Fine Jewelry, New York, NY Jul 2025 – May 2026

- Consulted on brand positioning, product presentation, and go-to-market strategy; designed full visual identity system across digital and print.
- Built Squarespace homepage, subscription flow, and automated email journeys; produced branded and AI-generated product imagery.
- Contributed to \$4,000+ in sales through improved branding, UX, and content execution.

Corporate Affairs Intern | Saudi Aramco Base Oil Company – Luberef, Jeddah, Saudi Arabia Jun – Jul 2025

- Created strategic retail pop-up concepts for multiple Saudi cities aligned with Vision 2030; presented an office renovation concept adopted for an ongoing redesign.
- Designed branded merchandise, led daily department meetings, and coordinated PR, facilities, event logistics, and vendor management.

Production Assistant | Intima Studios, New York, NY Sep 2024

- Supported creative direction and production logistics for Saint Levant's album cover and vinyl release shoot; coordinated styling, set ops, and a multi-member production team.
- Visual assets reached millions globally, appeared on multiple music charts, and became the artist's key campaign image.

Social Media Marketing Intern | Romi Digital, New York, NY Sep – Oct 2024

- Managed daily platform operations, content scheduling, and digital asset preparation across active channels.

SKILLS

Strategy & Business Business Development · Corporate Strategy · Brand Strategy · Market Research · Financial Analysis · Accounting Foundations

Operations & Comms Project Management · Stakeholder Management · Cross-Functional Coordination · Corporate Communications · Vendor & Event Management

Tools & Marketing Adobe Suite · AI Tools · Excel & Google Docs Suite · Squarespace · Marketing · Digital Execution · Research & Analysis

RELEVANT COURSEWORK

Business Models & Entrepreneurial Strategy · Marketing, PR & Branding · Design Research · Financial Management · Design of Business · Strategic Management · Innovation · Global Professional Practices · Quantitative Reasoning · Globalisation & Capitalism · Show Production · Accounting Fundamentals