

Los Angeles, CA

(602) 317-8700

www.ghassanalbalushi.com

EDUCATION

W. P. Carey School of Business, Arizona State University, Tempe, AZ**May 2026**

Bachelor of Science, Marketing and Minor in Film & Media Production

- Awards: Dean's List Certificate
- GPA: 3.89

Study Abroad Program, Victoria University, Australia**January 2021 – April 2021**

- High level Academic English

PROFESSIONAL EXPERIENCE

Marketing Internship, Arizona State University, Los Angeles, California**June 2025 – August 2025**

- Designed and produced short-form video and static assets for digital campaigns across Instagram, TikTok, and paid social platforms.
- Collaborated with brand strategy and marketing teams across Los Angeles and Tempe campuses, aligning visuals with institutional growth goals.
- Managed projects independently in a remote, fast-moving environment, demonstrating strong ownership and execution speed

Lead Content Creator & Photographer, Arizona State University, Tempe, AZ**June 2022 – Present**

- Led end-to-end creative production for high-visibility marketing campaigns advancing organizational initiatives.
- Produced short-form videos, motion graphics, and static ads optimized for social media, email, and digital platforms.
- Led the creative team by conducting regular 1:1 meeting with each team member, providing direction, feedback, and mentorship to ensure alignment, growth, and project success.
- Partnered closely with marketing managers, designers, and communications teams to maintain consistent brand identity across channels.

Freelance Content creator, Photographer & Videographer**October 2020 – Present**

- Delivered high-quality branded content for clients in education, food, and fashion across global markets, adapting visual styles to audience and platform.
- Oversaw project management, budgeting, and client communication, demonstrating efficiency in remote and deadline-driven work.

Director & Videographer, Twelve Production, Muscat, Oman**March 2021 – December 2021**

- Developed video campaigns that increased client visibility by 21%, focusing on messaging clarity and customer engagement.
- Managed content pipelines and collaborated with marketing teams to align creative work with audience personas and business strategy.

LEADERSHIP EXPERIENCE

Marketing Director, Omani Students Association Club at Arizona State University**September 2022 – May 2024**

- Produced targeted digital campaigns and promotional videos to increase event participation and club visibility.
- Used analytics tools to assess engagement and refine strategies across social platforms and email newsletters.

SKILLS

- **Content & Digital Marketing:** Social Media Marketing, Email Marketing, Brand Development & CRM Platforms
- **Technical & Creative Tools:** Adobe Creative Suite, Microsoft Excel, Google Workspace & Video Production
- **Business:** Budgeting, Scheduling & Client Management
- **Languages:** English, Arabic, Hindi & Spanish