

Jasmine A. Mina

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- OBJECTIVE:** Creative thinker with an entrepreneurial spirit who produces, values, and supports ideas that push boundaries. Seeking a full time position where I can apply my IT, project management, leadership and marketing skills.
- EDUCATION:** **Stevens Institute of Technology**, Hoboken, New Jersey
Master of Business Administration Expected May 2016
Concentration: Information Systems
Graduate Certificates: Enterprise Project Management and Health Care Leadership
GPA: 4.0/4.0
Bachelor of Science in Business and Technology Expected May 2016
Concentrations: Marketing and Information systems
GPA: 3.64/4.0
Study Abroad: University of Nicosia, Cyprus January - May 2014
• Developed skills to forecast, integrate, analyze, and address business situations from a global perspective
- AWARDS:** Dean's List, Edwin A. Stevens Scholarship, Martha Bayard Scholarship, Wells Scholarship, MDHS Community Service Award, Stevens Elevator Pitch Award, Howe School of Technology Management Outstanding Senior Project Award
- LANGUAGES:** Fluent in English, Arabic, and French. Limited Proficiency in Spanish
- ACADEMIC COURSE WORK:** Project Management, IT Strategy, Managing Emerging IT, International Business, Organizational Behavior, Integrated Marketing Communication, Business Process Management, Process Innovation, Market Research, Social Media Marketing, Programing for Mobile Apps, E- Business, Leading People and Projects
- WORK EXPERIENCE:** **Cornys, Hoboken, NJ** September 2014 - August 2015
Business and Product Consultant
• Featured in various Multimedia articles identifying up and coming entrepreneurs
• Led a team of 5 people to identify a market place and rebranding opportunities in the US for a highly competitive Egyptian snack to advance it to an international scale
• Developed prototypes and advertisement designs for packaging based on over 700 consumer interviews
• Strategically developed and leveraged a social media plan that increased brand awareness by 300%
• Achieved sales goals by depleting inventory of 800 bags in 72 hours with a 75% profit margin
- Pharomina Tours, Cairo, Egypt** January 2014 - August 2014
Vice President of Marketing
• Led a team of 8 people and tailored communication skills to overcome challenges due to culture, and language barriers which helped foster my intercultural competence skills
• Focused on expanding a third business segment that exceeded the set goals by 25%
• Redesigned company's logo to create distinctive branding to inspire consumer
• Compiled quantitative and qualitative research in preparation for displaying promotion plan opportunities
• Recommended and Integrated a promotional plan by creating a customer loyalty program which led to a 65% client retention
- Remco for Tourism Villages Construction Company, Cairo, Egypt** May 2013 – July 2013
Business Process Analyst
• Analyzed individual department processes to develop business efficiencies
• Collaborated to quantify costs and benefits to identify critical software solutions
• Developed a business-driven strategic framework that aligned all business processes
- LEADERSHIP EXPERIENCE:** **Cambridge College, Cambridge, England** July 2011- August 2011
International Business Leadership Summer Program
• Selected as one out of three students from NJ to participate in this competitive program
• Exchanged ideas and debated about topics such as global expansion and organizational behavior
• Learned to think and communicate critically and analytically in order to make better informed decisions
Rotary Youth Leadership Awards (RYLA) Summer Program Monmouth University, NJ 2011
- SKILLS:** **Operating Systems:** Windows 8, Mac-Day lite, Signavio (Business Process Modeling), Risk Solver Platform
Software: Microsoft office: Project, Access, PowerPoint, Word, Excel, Keynote
- ACTIVITIES:** Stevens Innovators and Entrepreneurs' Marketing Officer, Delta Phi Epsilon Secretary, Wrestling Manager
U.S. Citizen – Available to Work Full Time