

DINA HORMUZDI

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EDUCATION

The University of Texas at Austin	Bachelor of Science, Advertising Minor: Business Foundations Overall GPA: 3.93	May 2024
Texas Immersive Institution	We combine audience, storytelling, and emerging technology by having students work in teams to turn real-world problems into authentic, memorable, relevant user experiences	Spring 2022

EXPERIENCE

Microsoft – *Product Management Marketing Intern*; Redmond, WA Summer 2023

SXSW – *Conference Partner Programming Intern*; Austin, TX December 2022 – Present

Amazon – *Business Operations Intern*; Austin, TX Summer 2022

- Created a Standard of Work nationwide which increased efficiency in outbound by over 83%
- Lead a group of over 150+ associates by creating a staffing board which helped keep track of the KPI we need to reach
- Interviewed and integrated feedback from associates which increased engagement scores by 92%

SXSW Breonna's Garden Booth – *VR Expert Guide*; Austin, TX March 2022

- Lead communication between HP, Microsoft, and the booth to make sure that AltspaceVR was running smoothly
- Developed an innovative way to help first time VR users move throughout the world without hindering the experience
- Guided 100+ users through the VR experience to showcase the importance of the Black Lives Matter Movement

Nimaroh Creative House – *Business Development Intern*; Austin, TX August 2021 – April 2022

- Developed an outreach campaign for potential target clients by using research skills which increased interaction rate by 55%
- Generated around 5-8 graphics using Photoshop, InDesign, and Illustrator for 2+ clients per week
- Built the TikTok account for Nimaroh and made 3+ videos a week through Premier Pro

LEADERSHIP EXPERIENCE AND ACTIVITIES

Linked Consulting – *Business Analyst* Fall 2021 - Present

- Designing a media plan that is projected to increase mental health advocacy in the Austin area by 56%
- Assembling a new email campaign assessed from mental health pain points which generated over 500+ new subscribers
- Analyzing for qualitative data through surveys to create a new pitch to help NAMI capture 95% of their target audience

Texas Convergent – *Build Team Member (Spring 2021); Marketing Chair* Spring 2021- Present

- Leading a marketing campaign for recruitment by generating 3+ posts weekly which increased applications by 64%
- Generating more member experience content which increased media engagement by 88% from survey feedback
- Work directly with vendors, board, and members to create t-shirts and merch that generated \$1000+ in revenue

HONORS

- Texas Convergent Demo Day Winner - *Mindbloom* Spring 2021
- AMAze Case Competition 2nd Place Winner Spring 2021
- University Honors (4 semesters) Fall 2020 - Spring 2022

ADDITIONAL INFORMATION

Computer Skills: Adobe Creative Applications, Unity, Blender, MS Office

Certifications: Unreal Engine Certification and Figma Essentials Training

Languages: Fluent in Gujarati, Basic Knowledge in Spanish

Interests: Fashion, XR, Photography, Sewing, Business Law Cases

Work Eligibility: Eligible to work in the U.S. with no restrictions