

RASHIDA DINNALL

rashida.ariana@gmail.com | 202-718-7037 | [WEBSITE](#)

MARKETING & COMMUNICATIONS

Resourceful. Pioneered two marketing departments. Generate well-rounded output—copy and graphic design for digital and print. Will transform your marketing portfolio and collateral assets into a fluid, cohesive brand. Customer-centric. Focused on identifying target market and emphasizing value added services specific to their needs.

PROFESSIONAL EXPERIENCE

[ABL, INC.](#)

Rockville, MD (hybrid)
12/2019 – 12/2020

Marketing Specialist

- Revamped inconsistent three-year-old global marketing collateral to more uniform and cohesive [/sales portfolio](#) and website within 1 year
- Increased SEO organic traffic and page 1 tracked keyword by 120%
- Increased social media following by 40% in 8 months
- Increased overall website traffic / page views with engaging content, both organic and targeted
- Doubled customer inquiries for business services in 2020 vs. 2019
- Facilitated accomplishment of marketing and sales goals by organizing recurring collaborative meetings
- Identified company's key market and created customer journey maps via customer interviews

[PERSPECTA](#)

Chantilly, VA (onsite)
07/2019 – 10/2019

External Communications Specialist

- Implemented streamline processes and checkpoints for collaborating interdepartmentally regarding company communication releases
- Generated written content for external facing materials including: the corporate website, data sheets, advertisements and social media
- Managed social media for publicly traded company

[QUALITY BIOLOGICAL](#)

Gaithersburg, MD (hybrid)
11/2017 – 07/2019

Marketing Manager

- Spearheaded the company's brand revamp on the company's website, marketing collateral and event material, from 2017-2018
- Refocused service emphasis on website per new corporate strategy
- Increased online e-commerce sales by 475% following new website launch by providing rich content and enhancing the customer's user experience
- Constructed high-impact product descriptions on e-commerce site by leveraging laboratory experience and relationship with technical team
- Achieved industry-leading open rate for numerous email campaigns by providing relevant information

- Maintained relationships with key (B2B) distributors including NIH Supply Center, VWR, Jaggaer, Universities, ThermoFisher and more

[QUALITY BIOLOGICAL](#)
Gaithersburg, MD (hybrid)
10/2015 – 10/2017

Marketing Associate

- Enhanced the e-commerce website with product images, where there were none, by photographing and editing them within a few months
- Collaborated with scientists to develop product content (i.e., technical information, SDS, MSDS, description) to enhance customer experience and reduce burden on customer service from inquiry overflow
- Designed the company's new product label to ensure compliance with OSHA regulations

[NATIONAL INSTITUTES OF HEALTH \(NIH\)](#)
Bethesda, MD (onsite)
09/2012 – 09/2015

Post-Baccalaureate Research Fellow

- Awarded dual poster presentation for compelling TBI research at a medical neuropathology conference (2015)
- Co-authored four publications for TBI and PAD stem cell research, presented finding at conferences

EDUCATION & CERTIFICATIONS

University of Maryland, Global Campus (UMGC), *M.S. Biotechnology Management*, 2015
University of Maryland, Baltimore County (UMBC), *B.S. Biological Sciences*, 2012

Certifications: Google, *Google Ads Certification* (2019), General Assembly, *JavaScript* (2017), General Assembly, *Front-End Web Design* (2017)

HOBBIES & VOLUNTEER EXPERIENCES

- Prim & Bare, *Inventor*, 2019-2020: Created skincare product for B2C sales/B2B collaboration
- [Red Cross](#), *Recruiter*, 2019: Recruit volunteers for community events
- Gull Block, *Creative*, 2018-2020: Designed brand, developed collateral and created website

TECHNICAL SKILLS

Adobe Illustrator	Final Cut Pro	Salesforce
Adobe InDesign	Google Ads	Social Media
Adobe Photoshop	Google Analytics	Sublime
Adobe Premiere Pro	MailChimp	Web Design (CSS, HTML)
BrightEdge SEO	Microsoft Office	WooCommerce
Constant Contact	Microsoft Project	WordPress