

MIR'ED M. ASFOUR

m.asfour@miami.edu • 703-589-4448
Permanent Address: 1239 Ranleigh Rd.
McLean, Virginia 22101

EDUCATION

University of Miami

Bachelor of Education in Sport Administration

Minors: Business Administration, Psychology

Overall GPA: 3.848, Major GPA: 3.963

Dean's List All Semesters

Provost's Honor Roll Spring 2013, Fall 2013, Fall 2014

President's Honor Roll Fall 2014

Coral Gables, FL
Expected December 2015

American University

UM in DC Program

Transfer GPA: 3.700

Washington, D.C.
Fall 2012

PROFESSIONAL EXPERIENCE

Bommarito Performance Systems

Director of Marketing

Sales & Marketing Coordinator

- Coordinated all promotional activities from August through December 2014, increased leads generated from 313 in the previous year to 888
- Launched an online education platform in August 2014, generated 188 sales in 8 months totaling \$8,532.00
- Developed and implemented a social media strategy that increased reach 25.83% across all platforms; clients from web leads increased 29.87%
- Trained and supervised several marketing interns
- Engaged in sponsorship activation with ZICO Coconut Water and CytoSport

Miami, FL
August 2014 – April 2015
May 2014 – August 2014

DC SCORES

Communications Intern

- Created and managed content on all social media channels to increase DC SCORES' exposure including: Website, Facebook, Twitter, LinkedIn, YouTube, Flickr, and Blogspot
- Wrote a weekly blog featuring an elementary school involved with DC SCORES
- Implemented the first YouTube live stream for DC SCORES' annual "Poetry Slam!" bringing the event to over 100 home viewers

Washington, D.C.
August – December 2012

VOLUNTEER EXPERIENCE

- Miami Dolphins (Marketing and Promotions Volunteer)
- Enthuse (Promotions Volunteer)
- University of Miami Athletic Department (Marketing Volunteer)

ACTIVITIES

- Phi Alpha Delta Pre-Law Fraternity (Secretary)
- UM Project Sunshine (member)
- UM Golf Club (member)

SKILLS

- Proficient in Social Media: Facebook; Twitter; Instagram; YouTube; Blogspot; LinkedIn; Flickr
- Proficient in Microsoft Word; Excel; PowerPoint; Pages
- Exposure to Customer Relations Management; Sales Force
- Experience with digital illustration tools
- Foreign Language: Intermediate level Italian language; elementary level Arabic language
- Strong oral and verbal communication skills