Nabihah Ahmad

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EDUCATION

Columbia University in the City of New York

Bachelor of Science in Industrial Engineering and Operations Research   Anticipated May 2025

- C. Prescott Davis Scholar, Walter H Sammis Scholarship Recipient
- Activities: Columbia Women's Business Society, Columbia Organization of Rising Entrepreneurs, Society of Women Engineers, Columbia Space Initiative, Columbia Science Review, Columbia Emerging Scholars Program

EXPERIENCE

SSQRD   **New York, NY**

Founder   *November 2022* - Present

- Collaborate with cross-functional engineering, finance, and marketing teams to develop an AI-powered fashion-tech app and website
- Create wireframes and prototypes using Figma to develop the user interface of the app
- Manage and analyze team performance using progress reports to identify optimization opportunities

Sustainable Sister   **New York, NY**

Founder   September 2021 - Present

- Established a community to bridge the gap for underrepresented individuals in the fashion industry, achieving consistent engagement through the strategic oversight of content development and team management.
- Enhanced resource provision by conducting comprehensive interviews with industry professionals, transforming their experiences into actionable advice for our audience and thereby boosting the platform's value as an educational resource.
- Initiated the development of a comprehensive job listing feature to connect users with career opportunities.

Pluralytics AI   **Remote**

Digital Marketing Intern   *June 2022 - August 2022*

- Developed 8 web pages using HTML, CSS, and Hubspot integrations
- Increased website traffic by 140% through optimizing landing pages and performing analysis on ads with A/B experiments
- Developed growth strategies using LinkedIn marketing and assisted CEO in conducting market research

Content Creator   **New York, NY**

Freelance   *February 2022* - Present

- Create engaging social media content to drive $42,075 in sales through affiliate partnerships and help brands acquire new long-term customers
- Partnered with 30+ brands across the beauty, fashion, entertainment, nutrition, and insurance industries
- Generated 1.7 million likes and 69k followers across platforms

Columbia Science Review   **New York, NY**

Layout Designer   *February 2022* - April 2022

- Designed layout of content in print and peer-reviewed online publications, ensuring all design specifications were met while adhering to strict product release timelines
- Collaborated with the editorial team to integrate user interface elements to facilitate consumer interaction

Jumpstarting Aspiring Developers and Entrepreneurs   **New York, NY**

Web Development Trainee   January 2022

- Became proficient in HTML, CSS, Javascript, and Github
- Coded the entire front end of Sustainable Sister's initial website in under one week
- Had discussions with executives, venture capital investors, product managers, and software engineers in tech

Hauptman-Woodward Medical Research Institute   **Buffalo, NY**

Student Researcher   December 2017 - April 2021

- Performed high-level research in bioinformatics alongside the CEO of the American Crystallographic Association
- Pursued independent drug-target research on Sars-COV-2 and Plasmodium Falciparum (Malaria)
- Mentored 90 students internationally in PYMOL, DNA/RNA fingerprinting, crystallography, and evolutionary research
- Presented research at 4 regional/state-level conferences and won 5 awards

SKILLS

- HTML, CSS, Javascript, Java, Python, Github, Microsoft Excel, Google Sheets, HubSpot, Figma, Squarespace
- Pymol, DNA and RNA fingerprinting, crystallography, bioinformatics research
- Native Languages: English, Bengali; Proficient: Spanish

PROJECTS

Portfolio Website   **New York, NY**

Web Developer   January 2022

- Coded a portfolio website in two days using HTML, CSS, and Javascript and hosted it using Github pages
- Created a low-fidelity wireframe using Figma to outline the minimalistic design of the website.