

# MIKHAL BEHBOUDNIA

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Portfolio: [mikhalsportfolio.com](http://mikhalsportfolio.com)

## EDUCATION

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**Touro University, Lander College for Women**, New York, NY

Bachelor of Science in **Management; Concentration in Marketing** *Expected September 2024*

**Relevant Coursework**; Advertising, Promotion, Management, Social Media Marketing

**Rockland Community College**, Suffern, NY

*Transferred September 2021*

## KEY PROJECTS

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**Advertising Campaign Strategy**

*Fall 2023*

Developed a comprehensive advertising strategy for a selected company, by identifying target demographics, key advertising channels, and performance metrics to increase user retention.

**Social Media Performance Analysis**

*Spring 2022*

Conducted an in-depth analysis of a luxury brand's social media presence by examining content effectiveness across various platforms to enhance the brand's overall social media strategy.

## PROFESSIONAL EXPERIENCE

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**Marketing Intern**

*June 2024-Current*

Forums on Life, Culture and Society (FOLCS)

Manhattan, NY

- Manage the brand's Facebook, Instagram, LinkedIn and X (Twitter) to maintain a strong online presence and engage with users effectively by monitoring platform activities and analyzing competitor strategies.
- Create videos (reels) to enhance engagement and provide valuable content for the audience by turning recorded material into interactive videos tailored for social media platforms.
- Coordinate collaborations and sponsorships to expand the company's reach by organizing and securing partnerships with other brands to boost visibility.

**Medical Administration Assistant**

*June 2021-Current*

Dr. Allan Katz

Suffern, NY

- Manage front desk operations to create a welcoming and efficient environment for patients and visitors by organizing reception procedures and handling inquiries.
- Provide comprehensive administrative support to healthcare providers to facilitate efficient scheduling and management of patient care by scheduling appointments, managing patient records, and handling correspondence.
- Facilitate patient care to ensure smooth interactions between patients and medical staff by coordinating with the proper medical specialists, ensuring prompt communication of information.
- Handling billing and insurance claims to ensure accurate processing of payments and claims by managing documentation as well as coordinating with insurance providers, fostering professional relationships.

## COMMUNITY SERVICE

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**Volunteer**

*September 2019-June 2020*

"Adopt a Family"

Airmont, NY

- Attended to the household and childcare needs of a family with three children aged 4 to 9 by following school volunteering instructions to ensure their daily requirements and activities were managed effectively.

## ADDITIONAL INFORMATION

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**Software and Training:** Adobe, Excel, Illustrator, Photoshop, Access, Microsoft Word, PowerPoint, Instagram, X, TikTok, and Snapchat

**Languages:** English (Fluent), Spanish (Native)

**Interests:** Graphic Design, Photography, Reading, Traveling, Sightseeing, Cooking