

SAEED DABBOUR



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EDUCATION

University of Oregon, Eugene, OR

Anticipated Graduation Spring 2027

Doctor of Philosophy (Ph.D.): Communication and Media GPA: 4.0

Concentrations: DEI | Popular Culture | Reality TV | Representations in Media

University of Nebraska at Omaha, Omaha, NE

Graduated Spring 2022

Master of Arts (M.A.): Communication GPA: 3.9

Concentrations: Representation in Media | Reality Television | Advocacy | Rhetoric

Thesis Project: "Microaggressions on Reality Television: A Rhetorical Narrative Analysis of Survivor"

Chair: Dr. Whitney Gent

University of South Dakota, Vermillion, SD

Graduated December 2019

Bachelor of Business Administration (B.B.A.): Marketing, Major GPA: 3.8

SKILLS

- o Microsoft & Google products
- o Adobe Photoshop, Illustrator, & InDesign
- o SQL, IBM SPSS, MS Access, & SEO
- o Qualtrics, HubSpot, Canvas, Wix, & Cascade
- o Google Analytics, Ads, & Tag Manager
- o Fluent in Arabic & English Language

AWARDS & HONORS

- o 30 Under 30: USD Alumni 2022
- o Media Entrepreneurship 1st Place Winner
- o Graduate Student Employee of the Year
- o Unique Award: Union of African American Students
- o Mosaic Inclusive Excellence Award
- o Community Spirit Award

RELEVANT WORK EXPERIENCE

University of Oregon | Eugene, OR

September 2023 - Present

Graduate Teaching Employee (Part-time)

- o Achieved a 98% satisfaction rate from students in Gateway to Media, a production-based class, by providing exceptional support, feedback, and inclusiveness.
- o Managed the grading of over 4 weekly assignments with a quick turnaround time of one to two days, ensuring timely feedback for student growth.
- o Independently prepared and conducted weekly lab discussions, demonstrating strong presentation skills and subject matter expertise.
- o Served as a mentor to students, offering valuable feedback, career advice, and sharing lifelong experiences to support their personal and professional development.

Voro | Minneapolis, MN

May 2022 - May 2023

Paid Media Analyst (Full-time)

- o Manage paid media campaigns for 10+ marketing publishers and 20+ channels where I showed a 15% exponential growth in conversions and Return on Ad Spend (ROAs)
- o Communicate with clients on account insights and trends while uncovering potential marketing opportunities.
- o Create weekly and monthly deliverables showcasing performance in paid media, SEO, Google Analytics, social media, & audience insights.
- o Manage several client budgets amounting to 7-figure values on a monthly basis.



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RELEVANT WORK EXPERIENCE (conti.)

University of Nebraska at Omaha | Omaha, NE

January 2021 - May 2022

CADRE (Teacher Education Department) | Graduate Assistant (Part-time)

- o Managed and curated social media content for the CADRE and Teacher Scholars Academy at UNO
- o Collected and analyzed weekly data for over 17 associates and 37 teachers across the Omaha metropolitan area school districts to perform a quarterly data dig
- o Served on the recruitment committee and implemented initiatives to increase the number of applicants

University of South Dakota | Vermillion, SD

February 2020 - January 2021

Center for Diversity & Community (CDC) | Intercultural Programming Coordinator (Full-time)

- o Served as an advisor for over 7 student organizations housed in the center, and also offered student support
- o Planned and implemented the annual Multicultural Leadership Institute (MLI) 2020 in a hybrid format for over 70+ students and increased participation during a global pandemic
- o Designed, Marketed and promoted the center's efforts to an audience over 3,000+ through social outlets and e-mail marketing
- o Hosted over 40+ events and increased the number of student participation up to 75%

University of South Dakota | Vermillion, SD

March 2019 - December 2019

Student Government Association (SGA) | Director of Communications (Paid)

- o Served on the budget committee assisted to allocate \$300,000 to student organizations
- o Managed all social media for SGA with an overall audience reach of 2,600+ people

Stern Co. (Stern Oil Co.) | Freeman, SD

May 2019 - August 2019

Marketing Intern (Paid)

- o Implemented market research about Stern and developed a marketing plan for the Board of Directors
- o Headed the re-brand and revamp committee for Stern after 45+ years in the industry
- o Spearheaded the development, design and implementation of a new company website

CERTIFICATIONS & PROFICIENCIES



APPOINTMENTS

- o **National Conference on Race and Ethnicity (NCORE):**
 - National Advisory Board (NAC):
2024-2027 Student Participation and Leadership
- o **Voro:**
 - Cultural Competence Initiative Committee:
Chair
 - Community Committee
 - Marketing Committee
- o **University of Nebraska:**
 - College of Education, Health, and Human Sciences:
Graduate Committee Member
 - Teacher Education - Graduate Program Council (GPC):
Student Representative
 - Communications & Marketing Committee for CADRE
- o **University of South Dakota:**
 - Center for Diversity & Community Hiring Committee:
Student Representative



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LEADERSHIP & COMMUNITY INVOLVEMENT

Young Professionals of Minneapolis | Minneapolis, MN

May 2022 - May 2023

Active Member

- o Actively participated in a networking group for young professionals, contributing to community initiatives.
- o Engaged with the community by collaborating with other young professionals to represent and advocate for the new generation of business professionals across the city of Minneapolis.

Greater of Omaha Chamber | Omaha, NE

August 2021 - May 2022

Young Professionals (YP) Summit '22 | Participant Experience (PX) Committee Member

- o Assisted in planning YP conference with over 1,500+ attendees and 30+ notable corporate sponsors
- o Crafted overall event design and engagement for attendees through dynamic booths and elevated stations to highlight YP and corporate sponsors

University of South Dakota | Vermillion, SD

USD Faculty and Staff of Color Association | Active Member

February 2020 - January 2021

- o Planned and organized monthly meetings which increased member attendance by 40%
- o Cultivated and supported BIPOC faculty and staff members through planning networking opportunities

Student Alumni Association | Director of Marketing & Committee Chair

March 2018 - December 2019

- o Assisted with events and built connections between USD Alumni and USD Students using professionalism and excellent communication skills
- o Showcased initiative chairing the committee for the USD Senior Networking Dinner where seniors and alumni build connections and gather career advice

American Marketing Association | Media & Strategy Team

January 2018 - December 2019

- o Develop professionally learning about various marketing topics through guest speakers
- o Collaborated with the media & strategy team to promote sales of the Wall Street Journal newspaper through marketing research where the USD chapter received honorable mention

Pi Sigma Epsilon (PSE) | Vice President of Human Resources

January 2018 - December 2019

- o Hands-on experience through experiential learning and opportunities, participate in a marketing case study & competition at a regional & national level
- o Persuade students on the benefits of joining PSE, resulting in an additional 40 students signing up to attend

Asian American Student Association (AASA) | Advisor & Member

December 2016 - December 2019

- o Sold tickets for Diwali and helped the set-up of Diwali and Asian Lunar New Year
- o Hosted Asian Lunar New Year to around 300+ audience members
- o Helped with the decorations of Asian Lunar New Year

Union of African American Students (UAAS) | Event Coordinator

August 2016 - December 2019

- o Help create a strategic plan for legacy event where there were over 300+ attendees
- o Chair committee for one of their upcoming events "Ruby Ball" where I constructed a plan with a budget of \$10,000+

African Student Association (ASA) | Public Relations & Faculty/Staff Advisor

March 2016 - January 2021

- o Decorations chair for African Night; worked with a \$1,500 budget; lead a committee of 10
- o Sold over 150+ tickets to students and community over the last 3 years
- o Designed various graphics for programming such as posters, brochures, & tickets
- o Manage all of the social media for ASA such as Facebook, Instagram, & collegiate applications

