

Samara Ahmed

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*Digital storyteller with experience distilling complex issues to connect with diverse audiences.
Skilled in newsletter writing, quantitative and qualitative data analysis.*

PROFESSIONAL EXPERIENCE

Digital Producer, PBS39 Oct. 2022 – Present

- Pitch, report and write more than 120 stories for digital, garnering 80,585 page views.
- Write a daily newsletter to 10,086 subscribers. Open rate is 80.47%, clickthrough rate is 13.63%.
- Conduct A/B test to measure the effectiveness of newsletter length.
- Analyze Google Trends to determine SEO headlines, descriptions and keywords.
- Copy edit 15-20 stories a day, using a CMS system to ensure a quality news product.
- Use Social News Desk to execute social media strategies on Facebook, Twitter and Instagram.

Refugee Organizer, Council on American-Islamic Relations April – Aug. 2022

- Led strategic planning to determine priorities for refugee resettlement and asylum.
- Developed policy proposals and led direct advocacy with local officials to use COVID relief funds for pro-refugee policies specific to housing, including vouchers, landlord education programs and an apartment complex with wraparound services.
- Worked with the mayor's office to have June 18 proclaimed as World Refugee Day in Phoenix.
- Organized workshop for 18 Afghan families with Special Immigrant Visas to apply for citizenship.

Journalism Research Assistant, EdSurge (*Chan Zuckerberg Initiative funded*) Nov. 2021 – March 2022

- Conducted literature reviews, created surveys and interviewed experts to deliver the latest findings on teacher burnout and teachers with multiple jobs.
- Analyzed quantitative data from the Bureau of Labor Statistics and the National Education Association to identify trends in teacher pay from state to state.
- Analyzed qualitative data from interviews with 20 teachers to reveal high-level themes that include anxiety, sleep issues, administration woes, toxic positivity, guilt and demoralization.
- Received research attributions in *Mother Jones* and *The New Republic*.

Graduate Consultant, United Nations Human Rights Council (*Burma/Myanmar*) Jan. – May 2020

- Created Equality Myanmar's first-ever database, informing state-specific advocacy by researching statements and policy positions of United Nations member states.
- Co-wrote a joint stakeholder report submitted to the United Nations Human Rights Council.
- Created one-page briefs as a part of a digital campaign to raise awareness about 11 humanitarian issues in Myanmar on social media. Briefs were emailed in a newsletter to be used during advocacy meetings and outreach efforts.

EDUCATION

Columbia Journalism School, Master of Science May 2019

- Longform narrative writing, digital journalism and multimedia fundamentals.
- Covered juvenile justice, housing and immigration, with a beat in Jackson Heights, Queens.

School of International and Public Affairs, Master of International Affairs May 2020

- Microeconomics, macroeconomics and quantitative analysis, using STATA to evaluate policy outcomes. Won \$1,000 Gitelson Award for Human Values.

CUNY Hunter College, Bachelor of Arts in English Literature. (Dean's List).

SKILLS - Social media management: Facebook, Twitter, Instagram, search engine optimization (SEO).
Multimedia software: Adobe Suite. Coding: Beginner proficiency in SQL, R, and Python.