Salma Abounasra
Philadelphia | PA | salma.abounasra@temple.edu | **LinkedIn**

EDUCATION

Temple University – Fox School of Business, Philadelphia, PA
Bachelor of Business Administration   Graduation Date: 2026
Major: Management Information Systems
Minor: Computer Science
Courses: Digital Systems, Web Application Development, Data and Analytics, Elements of Data Science, Leadership and Organizational Management, Intro Problem Solving and Programming in Python, Program Design & Abstraction

TECHNICAL SKILLS

Programming Languages: HTML, Javascript, MySQL Workbench, Python, Java
Skills: Wix, Photoshop , Lightroom Classic , Photography, Videography, Excel, Notion, Trello

PROJECT EXPERIENCE

Temple Arab Society, Temple University   August 2024 - Present
President/Co-Founder
- Collaborated with student clubs to raise funds for philanthropic and social events, supporting the community.
- Gained valuable insights into leadership and community-building while understanding the challenges faced by students.
- Developed key professional skills through mentorship, fostering networking opportunities and offering exclusive guidance for members of the Arab Society.

Association for Information Systems, Temple University   November 2024 - December 2024
Member
- Contributed to the development of a To-Do list application using Power Apps, enhancing app functionality and user experience.
- Gained hands-on experience with Power Apps, strengthening skills in app development, automation, and integration.
- Collaborated with team members to efficiently manage project tasks and ensure successful project delivery.

Smile Project, Egypt   September 2022 - Present
Co-Founder
- Co-founded the "Smile Project," a philanthropic initiative focused on enhancing oral hygiene and English language skills among underprivileged children in Egypt.
- Developed and implemented programs to educate children on the importance of oral health and language development.
- Collaborated with local communities and organizations to expand the project's reach and impact, providing resources and support to children in need.

Website Portfolio, Temple University   September 2023 - Present
Developer
- Developed a personal website portfolio to effectively showcase a diverse range of professional projects, technical skills, and relevant experiences.
- Designed an intuitive, user-friendly layout to highlight achievements, projects, and expertise in management information systems and programming.
- Continuously updated the portfolio to reflect the latest work and accomplishments, ensuring it accurately represents my evolving skill set and career progression.

EXPERIENCE

GiveWillow, Philadelphia, PA   October 2024 - February 2025
Product Analyst
- Conducted website testing to identify and resolve bugs, ensuring optimal performance and user experience.
- Analyzed customer behavior and market trends to derive actionable insights for product improvement.
- Collaborated with the CEO, COO, and cross-functional teams to refine and optimize product strategy.

Optimize Consulting Group, Philadelphia, PA   January 2025 - Present
Associate Consultant
- Reviewed project proposals and charters to ensure a thorough understanding of client needs and objectives.
- Executed tasks assigned by the Project Manager and CEO, consistently meeting deadlines and maintaining high-quality standards.
- Worked directly with clients to deliver effective, technology-driven solutions for non-profit organizations.

Dunbar Elementary School, Philadelphia, PA   October 2024 - December 2024
Volunteer in Robotics Club
- Assisted over 8 students in the robotics club by addressing questions and preparing them for an upcoming robotics competition.
- Guided the development of Lego-based robots, designing them to perform tasks like moving in circles and rectangles.
- Supported students in troubleshooting and optimizing robot functions for peak performance using Spike Lego Education.

Premier Pizza, Philadelphia, PA   October 2024 - Present
Social Media Manager/Employee
- Managed social media accounts for Premier Pizza, creating and curating engaging content to increase brand visibility and customer engagement.
- Developed and implemented social media strategies to promote specials, events, and brand initiatives, boosting online presence and customer interaction.
- Monitored and analyzed social media performance metrics, adjusting strategies to optimize reach and customer engagement.

EXTRACURRICULAR EXPERIENCE

Volunteer, Philly Halal Food Festival   September 2024 - September 2024
Member, Association for Information Systems   September 2024 - Present

LANGUAGES

Native proficiency in Arabic